PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK,

VOL. XIII.

NEW YORK, JULY 10, 1895.

No. 2.

THE REPUBLIC'S Information Bureau

Of Summer Resorts, Hotels, Routes of Travel, etc., is

...Free To All...

Full particulars concerning Accommodations, Rates, Attractions, Transportation and varied information not found in booklets and circulars, is supplied upon application of any Hotel or Resort, without charge for any service rendered.

THE REPUBLIC has compiled a large fund of this information and is constantly accumulating more.

This Bureau will make it particularly advantageous to Managers of Resorts to be represented in The Republic's advertising columns.

Estimates quickly furnished by

THE REPUBLIC, St. Louis, Mo.

Or at New York Office, 146 Times Bldg.



It is a Mistake

to suppose that country people do not enjoy the comforts of life.

They know what is pleasing to the eye, what makes life easier and pleasanter. Their homes are made attractive. They spend more money in proportion to their incomes than do city people. Bright advertisers know that they realize more from each dollar expended in local country weeklies than from any other source.

During the Summer months hundreds of thousands of city people live in the country. These city people are also reached by the local weekly.

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One million families read the 1450 local weeklies of the Atlantic Coast Lists.

Half a cent a line a paper for transient advertising. Quarter of a cent if 1000 lines are engaged.

One order, one electrotype does the business. Catalogue for the asking.

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ATLANTIC COAST LISTS,

134 Leonard Street,

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIII.

NEW YORK, JULY 10, 1895.

No. 2.

HOW A LAWYER READS THE NEWSPAPERS.

By Frederick R. Coudert.*

My method of reading the daily newspapers may be described in two words: head-lines and evisceration. First, I go rapidly through the paper and read the titles of all the leading articles. I then proceed to eviscerate the newspaper-to "tear out the heart of its mystery." A man who is in the habit of constantly reading newspapers finds no difficulty in doing this. Articles that refer in any way to my profession I read carefully through, The same may be said of matters in which I am personally interested, or articles having reference to persons whom I know. But when there is an article about a shopkeeper on Sixth avenue, New York, who has run away with the wife of the barber in Brooklyn, and it takes three columns to tell this simple story, I do not read it, because I am not interested in it.

I always read the news summaries in the morning journals. I am apt to look over the first page with some care. Sometimes I read the foreign news carefully, sometimes not. I think, as a rule, the foreign news is very intelligently presented in our daily papers. Of course there are matters telegraphed from abroad that I do not read. I do not, for instance, deem it necessary to read through the articles about Mr. Oscar Wilde, nor the details

of a prize fight.

The trouble with our papers, in my opinion, is that they are given altogether too much to sensationalism. I think this is a great mistake. Such a course in journalism is doing a great deal to debauch public taste. Our daily papers partake too much of sexual literature, divorce cases and kindred subjects. Altogether too much space is given to the accounts of murders. Our journals, also, give too much space to personal and offensive

matters. You will find many heads of families at the present time who will not allow some of the daily journals to be seen by their families; they are not fit to be read by young people. A newspaper ought to be a welcome companion, an appreciated guest in every household.

I skim over court trials and note anything bearing upon the law in the case, but life is short and a man cannot, if he cared to, read a whole newspaper through.

I look upon the Sunday paper as the best of all the issues during the week. There is in it a wealth of material that is really magnificent. We are apt to say (may be somewhat hastily) that the Sunday newspaper is too large. But it must be remembered that you can omit reading the portions that do not interest you. You must bear in mind, in reading a Sunday newspaper, that it is not made for yourself. It is not made for a lawyer, a doctor, a statesman or a merchant; it is made for all classes of people. If you find subjects of interest for yourself on your particular page you ought to be satisfied.

I very seldom read advertisements in the daily newspapers, but I read them very often in the magazines, And, I must confess, they are often very interesting reading. They are not only well written, but they are noticeable on account of the artistic way in which they are presented. The magazines contain a considerable amount of advertising and this, of course, curtails the space given to the reading matter. If the reader does not care for the advertisements, and does not look at them, he does not receive for his money all that he expects. But, even with this objection considered, the magazines give you good value, literary and commercial, for your money.

I often read the rhyming advertisements in the street cars; some of them are quite bright and seem to be very carefully prepared.

I very often read the editorials in

^{*} Interview with Geo. J. Manson,

them altogether I think our newspa- theaters than the stereotyped announcepers are better than the foreign jour- ment-a fact that is undoubtedly true. nals in the matter of news. When it How to advertise theatrical attraccomes to literary excellence I think tions is a difficult question to consider. the Paris newspapers are the best. A If you tell a prospective theater goer journal like the Figure, for instance, is everything that is in the play, it can full of everything except news. But hardly be expected that he will care to they do not give objectionable news witness it. But if you give him an the same prominence it is given here, idea of the plot sufficiently definite to A reception at the Academy, a first enable him to tell what kind of a play performance at the opera, the review it is, and sufficiently interesting to of a new book-each article signed by make him desire to see it performed, a name prominent in French literature the natural assumption is that you have -those are the features that give the made a customer of him. peculiar charm to the French news-

no time to read such matters in the daily journals. Such a paper as the Figaro can only be successful in a country where they go to breakfast between 11 and I, and spend two hours over the meal. The French dejeuner and the Paris Figaro go together just as horse-radish and boiled beef do in

ON THEATRICAL ADVERTISING.

England.

Of all entertainment institutions, if one may call them so, the theater is the most backward in the art of advertising in a manner calculated to "draw trade" to its doors. Books, as well as excursion resorts, etc., are beginning to be advertised with more skill, but theatrical advertising has not advanced to any perceptible extent within the last few years. Perhaps the cheap variety and continuous performance shows have the best ads, since they give a very full list of their attractions in the newspapers.

Various reasons may be assigned for this lack of progress. One of them is that great dependence has hitherto been placed upon the posters, and their newspaper announcements in such formances. form as to give the public the information that is apt to make them patrons. At present these newspaper announcements fail to give even the address of the theaters, or the prices of admission.

the daily journals if the subject is one amount of free advertising the theaters that particularly interests me, and I get in the way of newspaper criticism think a good deal of ability is dis- or review of the plays. Some one has played in the presentation of this de- recently remarked that this criticism partment of daily journalism. Take causes more people to go to the

Whether theaters can be profitably advertised on a large scale is extremely But our people in this country have doubtful. The comparative shortness of their season militates against the success of extensive theater adver-

The word-of-mouth advertising which theaters obtain is exceedingly valuable. "Have you seen the 'Fatal Card'?" asks one of another, and then launches forth on a dissertation concerning the play, and gives his opinion of it, probably admonishing his friend not to fail to see it, which admonition said friend duly heeds. This form of publicity, although not computable in dollars and cents, is exceedingly valuable. Occasionally outside facts serve to advertise a play, as for instance its connection with a popular book like Trilby, or a popular actress. undoubtedly a fact that many people are drawn to a performance by knowing, for instance, that Mrs. Langtry or Lillian Russell are to be the stars and without otherwise having any clear conception of what they are going to

That the poster is a good thing in theatrical advertising, in its place, will not be denied. But its place is secondary to newspaper advertising, and newspaper advertising has occupied a not beyond it. What is needed in thesecondary position. Now that the atrical advertising is that the paid poster has been to a great extent aban- notices shall be as full of information, doned, managers have not yet been and as interesting withal, as are the awakened to the advantage of having newspaper reviews of theatrical persa

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THERE'S a man who says that you Feel sometimes a trifle blue When you think your trade is scarcely up to

snuff; But you'll feel again serene Six months after having seen Another reason is probably the large That you never advertised one-half enough.

HOOKS AND HAIRPINS.

THE SUCCESS OF THE DE LONG HOOK AND EYE LEADS TO ANOTHER ADVER-TISING ENTERPRISE-"SEE THAT but it's hard to say." HUMP" TO BE SUCCEEDED BY "SEE THAT TWIST "-THE ADVERTISING advertising?" WAY THAT LED TO THIS BIG SUC-CESS-MR. SNYDER'S HINGLES-THE ONE THAT WAS MOST POPULAR-THE NEW MOTHER GOOSE HOOK.

great success may be attained in the selling of a small and low-priced ments?" article by large and high-priced advertising is the case of the De Long Hook and send for them. Students of Harand Eye. "See That Hump" in vard send for them and tack them up street cars and out-of-door display on their walls. Francis Wilson used

everywhere has become familiar to every one - more so than "You press the button and we do the rest" in its palmiest day. Because I believe the experience of Richardson & De Long Bros. in advertising would prove interesting and valuable to the readers of PRINT-ERS' INK, I called on Mr. Chas. M. Snyder, their advertising manager.

He has a large, airy office where he receives all comers. He welcomed me heartily

to his side and answered all the ques- ness principally." tions I could think to ask him,

"We are running our cards in 12 .-000 street cars at the present time," he said, "with changes every week. Of course you are familiar with what we there now." are using," and he indicated those colored Mother Goose illustrations, now famous in connection with the of-door display. seeing of that hump.

different cities."

"How far South do you go?"

"We use only Baltimore, Memphis, Chattanooga, Knoxville, Springfield, Augusta, Birmingham and Columbus.

"Not New Orleans?"

"Was there."

"N. G.?"

"Don't know. Didn't stay long enough to find out."

"Washington?"

"Think it helped us in Washington,

"What's the best city for street car

"It's hard to say. I should say Chicago, which is a great feeder for us in the West. Boston is always good. Very gratifying results there. have more comments made from Boston The best illustration I know of how and Philadelphia than anywhere else."

"How do you hear these com-

"People that remember our rhymes

to say of his own free will and accord every night in the course of his opera, "See That Hump?" and we presented him with a set of link cuff buttons made in the shape of our hooks and eyes and with four diamonds in each button. They cost us something like \$400, and Mr. Wilson is so well pleased that he's wearing them yet, I believe. The street cars are the best advertising we ever did. has made the busi-



CHARLES M. SNYDER.

"How far West do you go?"

"Los Angeles."

"Not San Francisco?"

"No, we did try that, but we're not

OUT-OF-DOOR DISPLAY.

I asked Mr. Snyder about their out-

"We have all sorts. When they "We are using street cars in 82 were building the Reading Terminal they put up a big wall there about 110 feet in one direction and 108 in the other. We put our advertising on it and it made the biggest ad in the world, I believe. It took 2,200 pounds of white lead just to paint the sign.

> "Another unique ad of ours was electric lights under the ocean at Atlantic City. We had fishermen out

catching drum fish, turtles and sharks, and we put them under the pier-one of the big piers-surrounded by nets, and the people who came in crowds, to look down through the hole in the pier and see the fish, saw that hump, in electric illumination by night and illuminated letters by day. One day a storm came along and washed it away. Another storm came along and wrecked a steamer down there and I went down and got her figure-head and put it up on the boardwalk with 'See That Hump.' We also have fifty mirrors, 7x3, down there at Atlantic City. We don't put a thing on the glass. Have our ad on the frame."

I recall to mind the enormous mirrors that confront the crowds that sit about the merry-go-rounds on the boardwalk and gazing in at their own sweet selves and other people's selves, can't help reading about that hump

over and over again.

"Ever use stereopticons, or any-thing of that sort?"

"No. Never believed in stereopticons or souvenirs or programs or any of that ephemeral stuff. Advertising done here is done in a way it can be repeated and have a lasting effect. We do use some novelties, such as booklets and things for dealers to hang up in their stores. Here is something we are getting out now."

And he showed me a proof of a booklet which will contain, on its righthand, pages of the Mother Goose illustrations that have been running in the street cars, and on the left-hand pages heterogeneous jingles of the Mother Goose order, written on a new and original plan by Mr. Snyder, who is probably the greatest jingle genius

in the United States.

They're so good that I'd like to give them all if there were not so many of Here's one or two for a sample:

There was a man of our town, And he was wondrous wise, Said he: "I will pretend to die, So I can advertise." And when the papers sung his praise, Some twenty-five or more, He came to life and said: "You should Have said all that before.

"Although," cried the revolving saw, "I do not understand The games these foolish mortals play, Still I can take a hand."

Bah, bah, Black Sheep, have you any wool? Oh, sir, no, sir, only legs to pull— One for the broker and one for the bear, And one for the bull, if the butcher's not

Once a whale, we are told, swallowed Jonah of old,

Before he was rightly dissected, But old Jonah was orthodox as he could be, And the whale was a liberal creature, you

So the monster and Ionah could never agree, And Jonah was promptly rejected.

> Poor Billy, boy, by way of a joke, Behind the barn began to smoke A pipe upon the sly ; Then after the eleventh puff Concluded he had had enough, And laid him down to die.

But papa came, ah, ha! oh, ho! And spanked his little Willie so, That after his release You can imagine how he feels), He has to stand and eat his meals From off the mantlepiece.

'Tis said, when Genius first appears It always makes its bow to sneers: But then that doesn't mean that you, When slighted, are a Genius, too.

This led me to ask Mr. Snyder where he got his training and he told me about his graduating from Allegheny College, where he distinguished himself more by his ability to get up schemes for raising money for new buildings and other things they needed than he did for his genius in matters scholastic, though I guess he's a good scholar too, for I have heard the translation of an American conundrum into Greek attributed to his linguistic abil-In fact, he used to sling the ancient authors and their idioms just as easily as he masters the modern men whose writings are worth reading and not one of whom you may be sure escapes Mr. Snyder's appreciation, for he is always studying men and books for ideas that will work into jingles or poems or operas or ads that will sell hooks and eves.

But I am anticipating my story.

After college days he went to his father's orange grove in Florida, but the climate didn't agree with him and he went to Pittsburgh and wrote the kind of comic and philosophical paragraphs for which he afterwards became famous. He wrote them for one Pittsburgh paper and then another and then he went to the New York World, where Col. Knox engaged him to write about three-quarters of all that appeared in Texas Siftings for the next year or so and where Mr. Snyder and Col. Knox wrote an opera for which an-

[&]quot;Oh-ho," exclaimed the driving dust, 'I have no real attraction, And yet I fill the public eye. And that's some satisfaction."

other genius wrote the music. Then he drifted into writing advertising for St. Jacobs' Oil and some other people, incidentally editing "With the Wits" for Lippincott's Magazine and "Press Chips" for the Philadelphia Press. Here are some samples of the latter. The former contain a mixture of fun and philosophy that are quite the equal of anything I have seen in that

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During these years Mr. Snyder wrote jingles and poems and things enough to fill 30 or 40 ponderous scrap books; much of it is illustrated by his own hand, for he is an art genius as well as a word genius.

PRESS CHIPS.

A DIFFERENCE. "I take my chances, too," said Pluck; "But when my weal advances The progress isn't due to luck, Because I make my chances."

> . . UNDER PROTEST.

Since punishment for deeds amiss Is the gruesome lesson taught,
The goodness of some people is
A fear of being caught.

AT THE TOP.

Success requires not something new To win applause and recognition; But doing things that others do Beyond their range of competition.

. .

MRS. GRUNDY'S OPINION. If we could dive beneath the mask, We'd find the cause of some delay; Not feared unfitness for the task, But that one question people ask: "What will old Grundy say?"

Boniface (near Pike's Peak, presenting his bill).

Guest-Great Scott! Boniface-What's the matter? Guest - There's something higher than mountains around here.

EXPERIENCE.

How do you know the ship is staunch, The masts are strong—the yards are tough, Until your freighted craft you launch Against the wind and waters rough?

Early Leaves: Skipping out before the ser-

Champagne: Pretending to be sick.

The Correct Thing: Birch switch.

All Work and No Play: The ordinary drama. ...

Ties for Business Men: Adver-ties. . .

The Long and Short of It: Vive le roi-Le roi est mort.

While he was doing this work he wrote advertising for half a dozen different houses. He told me how he happened to get into such a broad field of literary effort, and it was while he was writing the advertising for a well-known medical house. He was ill one day, and the concern docked him a day's pay. This made him so mad that he concluded he would make up for that by outside work, and before the end of the next twelve months he was making \$4,000 over and above his salary by writing matter such as I referred to.

I asked him the best ad he ever wrote, and he said the one that caused the most comment was the one that

runs thus:

He rose; she took the seat and said;
"I thank you," and the man fell dead.
But ere he turned a lifeless lump,
He mürmured: "See that Hump?"

Among the other commodities he wrote advertising for are Hires' Root Beer and Starkey & Palen s Compound Oxygen. All of the latter came to the firm of Richardson & De Long Bros., when they started in to boom the now famous hook and eye which Mr. Frank De Long, one of the brothers, had invented, and which they believed could be made to sell all over the world if correctly advertised. They began with a quarter of a page in Lippincott's, Scribner's and Harper's, and from that began to use more magazines They finally and more newspapers. ended up on street cars.

HOOK AND EYE SELLING EXTRA-ORDINARY.

They are now selling so many hooks and eyes that I am especially requested not to give the product of their factory in exact figures; but I believe that I may say that it keeps one immense establishment rushed all the time to supply a demand which includes a large part of Europe, under cultivation by a special agent, making Paris his commercial headquarters. Snyder said he didn't know exactly how the French agent was pushing the hook and eye, but that advertising there had to be different from what it The hardest part of producing the hooks and eyes is sewing them on to the cards. This used to take the work of four or five hundred women. Now it is done by machines invented for and owned by this company, and which 150 girls operate fast

enough to card the entire product of however, for Mr. Snyder is never satthe factory.

NEW ADVERTISING PLANS.

It's been but four years since the De Long Hook and Eye was first advertised, but it has now reached a point where they are beginning to call in the "See that Hump" advertising, and getting ready to put another article of the same character upon the market and in the same way. By the same character, I mean a small article selling for a small price attaining its sale through large advertising and expensive advertising.

It is nothing more or less than a hairpin, but it has a distinguishing feature, like "See that Hump." The distinguishing feature is a small thing in the shape of a couple of twists in each shank of the pin, and the catch phrase will be, "See that Twist." The ads will take the place of the hook and eve ads now running.

This advertising will start out on a very large scale, and will go into the leading newspapers, both city and country, co-operative lists and magazines. It will be given out as soon as the hot weather is over. Mr. Snyder is now busy getting out his designs.

For manufacturing the new specialty Richardson & De Long Bros. have a They have money new factory. enough to build a good many such, for they have each amassed a fortune in their four years of advertising.

The firm consists of T. De Q. Richardson, Frank E. and Charles De Mr. Richardson is its business Aside from his interests here, he has complete ownership in the big Philadelphia dry goods store of Partridge & Richardson, and owns dry goods stores in Atlantic City and As-

bury Park.

He takes a keen interest in their advertising, and Mr. Snyder says that he has learned much caution and conservatism in advertising from Mr. Richardson, who takes the best work he writes and "criticises it unmercifully," as Mr. Snyder puts it. It is hard to see, however, how any one could criticise advertisements more severely than Mr. Snyder himself does, for "pruning and polishing is the chief of his diet, and still this young man will never keep quiet," is the way I feel like putting it, so impregnated have I become with Mr. Snyder's influence. There's a good deal in this, a failure."

isfied with an advertisement until he has taken out of it everything that can be taken out and put into it everything that can be put into it. He thinks and studies and plans hook and eve advertising by day and by night. No matter where he is when an idea happens to strike him, no matter what he is doing, he proceeds to put it down on paper. He says many years of trying has converted him into a receptive sponge, and that he gets something suggestive and valuable from every man he comes in contact with, even the ubiquitous solicitors who swarm about his office and lay in wait for him in the halls and corridors.

Like all these nice, successful commercial gentlemen over in Philadelphia, he has a nice home out in the suburbs, for which he makes a bee-line about 5 o'clock p. m., and from which he makes another bee-line the next morning in time to be seated at his desk before 8 o'clock, and ready to run the mental machinery of one of the most successfully advertised articles in America. ADDISON ARCHER.

IN SOUTH AFRICA.

The following quaint advertisement is from a South African paper:

"It was on Thursday, at 0.30 a. m., the fourth of April, 1895, that in the passive retirement of C. M. de Tarnowsky family, at Bonne Terre Poenix, a lovely babe named Eliacin Milton Lubomir has drawn his first breath of life on this earthly world. All generous, Christian friends, kindly to pray our Heavenly Father, to protect this puny, living spring through time and for eternity!"

-European Edition N. Y. Herald.

BLOW IT!

"He that bloweth not his own horn, yea, verily, his horn it shall not be blown." If you have a horn, blow it. - The Timberman.

DOESN'T PAY FOR IT. EITHER.



"Hindtimes is getting lots of advertising."
"Why, he never would advertise."



Don't Trust to Luck.



...Use...

The Sun

New York.

g."



Dear me! Are you a mushroom or a toadstool?

Is it Genuine....

Is the question asked by advertisers when considering the circulation figures of mediums offered them. They want neither mushrooms nor toadstools, but they DO want papers that have had a steady growth among a substantial class of people; that are firmly established in the homes of the country, combining quality and quantity of circulation at a reasonable price. If this is what YOU want, send an order to the



Guaranteed Circulation, 250,000 Copies Each Issue.

Actual Average for Past Six Months

292,491 Copies Per Issue.

MAST, CROWELL & KIRKPATRICK, Publishers, Springfield, Ohio.

CHICAGO-1643 Monadnock Blk.

NEW YORK CITY-108 Times Bldg.

DURING THE MONTH OF JUNE, 1895,

ADVERTISERS USED

More Columns of Space

IN

The Mail and Express

THAN IN ANY OTHER NEW YORK EVENING PAPER.

Furthermore, this advertising was done by the most discriminating above the set class of advertisers in the world—those who use the New York

papers.

THE MAIL AND EXPRESS has from time to time during the past year or so told of its remarkable gains in business. Many merchants and advertisers have been interested in and pleased with the rapid strides this paper has made. The figures for June follow, and are presented with much satisfaction:

Advertising in June, 1895, in THE MAIL AND EXPRESS,

Advertising in June, 1895, in our next highest competitor,

Excess in MAIL AND EXPRESS, - - 17

In June, 1894, only one year ago, the COMPETITOR that now takes SECOND PLACE was so well ahead that it led THE MAIL AND EXPRESS 08 columns. But THE MAIL AND EXPRESS 188 columns are stabled forging ahead in the appreciation of and value to advertisers during this twelvemonth, and now takes FIRST POSITION in space used by advertisers, as the logical result of having maintained for a long time the very leading position in the presentation of News, Editorial Comment, Financial and Commercial News, and, in fact, in every department that makes a newspaper valuable to readers and advertisers.

SIX MONTHS' GAINS.

The gains in advertising of THE MAIL AND EXPRESS during the past six months are as follows:

JUNE, - - - - 123 4-5
MAY, - - - 144 3-10
APRIL, - - - 135 3-4
MARCH, - - - - 70 1-10
FEBRUARY, - - 120 1-5
JANUARY, - - 78 3-4

Total gains for 6 months, - - 673

Rate Cards on application to any established Advertising Agency, or

THE MAIL AND EXPRESS.

203 BROADWAY, NEW YORK.

...The

St. Paul Globe

Will Bear Watching

Note its daily improvement and growth, and you will know where to place your advertising to do the most good.

EASTERN OFFICE-517 and 518 TEMPLE COURT.

C. E. ELLIS, Manager.



...PRINTING INKS...

They Lead All Others.

OFFICE OF THE ENTERPRISE, WARSAW, Mo., June 6, 1895.

Printers Ink Jonson, New York City.

DEAR SIR—We think that it may be of gratification to you to know that we won first prize on best assortment of job work at the annual meeting of the Southwest Missouri Press Association, in a contest with the Missouri printing offices, and that your inks were used on all the work, also second prize on best set newspaper advertisements, appearing in our paper, on which your ink was used. We have been using your inks exclusively for over a year, and they have given the best of satisfaction.

Respectfully,

LOWELL WHITE, Manager.

Office of Parlette & Snyder, Ada, Ohio, June 13, 1895.

Printers Ink Jonson, New York.

We pin our faith to your inks. The sun never shone on better stuff for printers. At the recent National Inter-collegiate Exhibition of College Printing at Pittsburgh our exhibit was given first place. Your ink was on all our specimens submitted.

Truly,

PARLETTE & SNYDER, Pubs. University Herald.

My inks are giving universal satisfaction. Testimonials are pouring in every day. It is a pleasure to do work with them. They print clean, dry quickly, and always have a gloss. Send for my beautiful price list. Address

PRINTERS INK JONSON.

8 Spruce St., New York.

\$35 Worth For \$13.

OFFICE OF PEOPLE'S REGISTER, CHAMBERSBURG, PA., June 11, 1895.

Printers Ink Jonson, New York.

Dear Sir-Please send us at once by express:

| 5 | lbs. | Poster Red, e | qual | to Levey's, | | | | | | \$1.00 |
|------|------|-------------------|-------|--------------|----|---|----|---|---|--------|
| 5 | 6.6 | Poster Yellow, | - 66 | | | | | | | 1.00 |
| 5 | 6.6 | Poster Green, | 6.6 | 16 | | | | | | 1.00 |
| 91 | 6.86 | Poster White, | 60 | 86 | | | | | | 56 |
| 14 | 2 66 | Golden Red. | 6.6 | Wade's, | | | | | | 50 |
| 12 | 66 | Scarlet Lake, | 60 | 66 | - | | - | | | 54) |
| 12 | 46 | Bronze Crimson | 6.6 | 66 | | - | | - | | 54) |
| 12 | 44 | Bronze Scarlet, | 4.5 | 44 | | | | | | 50 |
| 14 | 46 | French Carmine | 4.6 | 44 | | | | | _ | 50 |
| 12 | 44 | Violet Blue, | 46 | 44 | | | | | | 25 |
| 12 | 44 | Golden Blue, | 6-9 | 86 | | | | | | 25 |
| 13 | 44 | Peacock Blue, | 0.0 | 6.6 | | | 0 | | | 25 |
| 12 | 64 | Cobalt Blue, | 6.6 | 60 | | | | | | 25 |
| - 29 | 44 | Bronze Purple, | 4.6 | 0.0 | | | | | | 50 |
| 23 | 44 | Violet Purple, | 44 | 66 | | | | | | 50 |
| 73 | 44 | Royal Purple, | 6.6 | 6.6 | | | 0 | | | 50 |
| 23 | 44 | Maganta Dawnle | 6.6 | 45 | | | | | | 50 |
| 29 | | Magenta Purple | 2 45 | Levey's, | | | 0 | | | 25 |
| 23 | 46 | Bronze Green, | 0.0 | Levely B | | | | 0 | | 25 |
| 23 | 44 | Olive Green, | 66 | 46 | | | 0 | | | 05 |
| 23 | | Medium Green, | | 85 | | 0 | | 0 | | 25 |
| 24 | 5.5 | Mahogany Bro'r | 19 66 | 66 | 0 | | | | | 25 |
| 24 | 44 | Satin Brown, | 66 | 44 | | | | 0 | | |
| 34 | 46 | Pansy Brown, | 61 | 4.6 | | | | | | 25 |
| 24 | | Photo Brown, | 44 | 46 | | | | 0 | | 25 |
| 34 | 66 | Bronze Brown, | | | 0 | | | | | 25 |
| 14 | 16 | Terra Cotta, | 6.6 | 66 | | | | | | 25 |
| 34 | 16 | Fine White, | 4.6 | 46 | | | 0 | | | 25 |
| 1/4 | 66 | Lemon Yellow, | 44 | 60 | | | | | | 25 |
| 34 | 6.6 | Orange Yellow, | 6.6 | 5.5 | | | | | | 25 |
| 1/4 | 4.6 | Persian Orange, | 66 | 44 | | | | | | 25 |
| 14 | 6.6 | Golden Yellow, | 6.6 | 66 | 0 | | | | 0 | 25 |
| 1.2 | 8.6 | Duilliant One now | Wall. | low occupite | Lo | | 62 | | | 95 |

We inclose you check for \$13.00 to cover amount. Please rush this order.

Very truly yours,

Brilliant Orange Yellow, equal to Levy's, Brilliant Orange Red,

J. G. Schaff's Sons, Pubs.

\$13.00

The regular price for filling the above order, if bought on credit from any of my competitors, would be thirty-five (35) dollars. My inks are not just as good, but actually better! If they are not found as represented, I always refund the money. Send for my beautiful price list. Address

PRINTERS INK JONSON,

8 Spruce St., New York.

HAS FULL ASSOCIATED PRESS REPORTS OVER ITS OWN LEASED WIRE.

24 TRAINS

depart from Atlanta every week-day afternoon and evening carrying bundles of the

Atlanta Journal

SPEEDILY

to every important point in a dozen States from 10 to

24 HOURS

in advance of any other paper in this section of the Union, giving all the news of the world.



HOKE SMITH, PRESIDENT,

F. H. RICHARDSON, EDITOR.

H. H. CABANISS, BUSINESS MANAGER.

Portland, Oregon...

Immense Natural Resources.
Center of Wheat and Grain Export trade.
Center of Supply trade, North Pacific Coast.
One thousand miles Interior Water Navigation.
Distributing center for Oregon, Washington, Idaho.
Supply point for British Columbia, Alaska.
Entrepot for trade of Japan, China, India, Australia.
Direct ocean traffic with California, Mexico, Hawaii,
Central and South America, the East, Europe.

.. No Wonder...

The Portland Oregonian

From being the hardy pioneer in this wonderful field, has by leaps and bounds become one of the great, influential and wealthy daily newspapers of THEERERH. No wonder the PORTLAND OREGONIAN, as is universally conceded,

Comes First

and is the best, most propitable advertising medium in the great wealthproducing district of the North Pac fic.

The Oregonian Pub. Co.,

H. W. SCOTT, Editor.

H. L. PITTOCK, Treas, and Mgr.

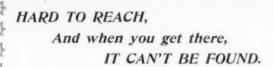
For advertising rates and contracts confer with

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

Tribune Building, New York.

The Rookery, Chicago.



THE NORTH POLE .- The circulation of the

Philadelphia ::ITEM

Daily, Sunday and Weekly,

like the North Pole, is hard to reach. Many papers claim to, but that is about all it amounts to. When it comes to proving the circulation, those who do the claiming fade quickly away, and all that is left is their "claim." The Philadelphia ITEM claims and proves 190,000 daily. No other paper in the city of Philadelphia is so thoroughly and extensively read as THE ITEM.

Ads in other papers "can't be found," because no attention is paid to position. Not so with THE ITEM. All ads are put in conspicuous positions - positions where they SELL GOODS. This is why the Philadelphia ITEM is equaled and excelled by none.

S. C. BECKWITH.

ADVTG. PLACER IN TRADE-WINNING PAPERS.

Tribune Building, New York. The Rookery, Chicago.



A Bon Mot.

It is related that a lot of French literateurs were dining, and during the postprandial speches, one enthusiastic guest jumped to his feet and proposed the following beautiful toast:

"I drink to the health of Victor Hugo, the sovereign of modern thought—Hugo, who succeeded Voltaire, as Voltaire succeeded Moliere, as Moliere succeeded Shakespeare, as Shakespeare succeeded Dante, as Dante succeeded Virgil, as Virgil succeeded Homer—Homer, Hugo—down the line!" and they all drank amid a storm-burst of applause. This was a bon mot, and quite like a Frenchman. Quite as pleasant things could be said of

ST. LOUIS * * POST-DISPATCH

It is a bon mot. Its history is one chain of successful years, the present being the brightest of all. It is going ahead rapidly.



the originates of all. It is going aneat rapidly, A new editor (Col. Chas. H. Jones, formerly of the World) has infused new blood—and it is the quality of this blood that makes the

..POST-DISPATCH..

the most valuable medium in the Southwest.



A PLEA FOR THE JINGLE. By Fred P. Ronnan.

Thirty years ago the practice of advertising in verse was much more in evidence than it is to-day. The standard of versification, as applied to business announcements, was not perhaps so high at that time as at present, though there is room for debate upon that point, but this seems to be the only reason for the more restricted use of what should be a perfectly legitimate and desirable method of reaching the public ear. Of late, many writers, in discussing and reviewing the fields and possibilities of advertising, have seen fit to reflect rather sharply upon the efforts of those who seek to vary and brighten their announcements by the introduction of a series of business verse or jingles, as it is often called.

There is no denying that many of the examples which have been permitted to make their escape and get into print are not only deserving of very strong criticism, but in themselves are highly provocative of ridicule, and an advertisement that suggests the latter element is to be especially condemned; this too without considering the cost of such ads, which in these times of high rates is of

of the first importance.

Some writers have gone so far as to condemn the use of verse altogether in connection with advertising, but the grounds upon which they have based such a demand are untenable and unworthy of comment.

untenable and unworthy of comment. All of us, with but few exceptions, are aware of the power and charm which music, in its many phases, exercises upon our feelings and imaginations, and but little argument is needed to point out the closeness of the connection between poetry and music, a relationship so close, indeed, as to make it difficult to say when the one begins and the

other ceases.

Poetry or verse is coeval with the beginning of language, and has ever been the favored vehicle of appeal, and it seems only reasonable that a mode of speech which has been used by the greatest minds that ever lived to express their thoughts is certainly one which is well calculated to serve the purpose of trade winning, at a time, too, when the courting of publicity is gradually being evolved into, a higher class of human endeavor.

That the love of verse is almost as widespread as the fondness for music goes without saying, and in all walks of life, from the lowest to the highest, we find this fact exem-

plified.

If any of us were asked to repeat the most familiar quotation which occurs to us during a lifetime, when circumstances give rise to remembering any, most of us would, without hesitation, recall one or more of the rhymes so well known under the euphonious title of "Mother Goose Melodies," or similar jingles, timpressed upon our childish memories years ago. We can repeat them with scarce an effort, so deeply are they rooted, and they easily distance all others of that nature in their attachment.

When we advertise, we do so with the immediate intention of selling goods, and indirectly that that which we have to say may be impressed upon the memory of the individual, associated with our firm name and location, so that when the reader has occasion to require our goods or services, he shall remember to our advantage. These points may serve, in some measure, to explain the popularity and undoubted advertising value of the many "catch words" and phrases which have been sought for so eagerly by so

many advertisers, with the result that in no sense does the supply seem equal to the demand. Nearly all systems of "Mnemonics," or memory aids, owe their value to the "catchiness" of a verse or jingle, in which is incorporated the facts or ideas which are sought to be memorized, of which a well-known example will readily occur to the reader, beginning:

"Thirty days hath November," etc.

The use of "doggerel," or it might almost be as well called "mongrel" verse, it need hardly be said, cannot benefit the user to any extent that can be conceived, as the average reader of newspapers is much beyond the point of perception where such will appeal; but good, properly constructed verse or rhyme—epigrammatic, if possible—with some pith and point to it, will always justify its creation by the financial reward it will bring

the advertiser, when used with judgment and discrimination.

BANK ADVERTISING FOR FEMININE PATRONAGE.

The banks which are making an effort to secure the patronage of women do not stop with the mere announcement that they are prepared to handle this business. They are boildly invading the newspaper advertising columns and are making shrewd bids for it. We reproduce below an announcement by the City Bank of Buffalo, in a daily paper of that city 2.

CENTER OF THE SHOPPING DISTRICT.

Women's Department of the City Bank; convenient business and waiting rooms, separate entrance on Mann St., special teller, only new bills and new coin paid over counter, checks cashed and money changed whether you have an account or not.

This advertisement occupied nearly six inches single column, with plenty of white space above and below, and was even more attractive than the dry goods advertisements which women are supposed to read religiously. Such an announcement twenty years ago would have been regarded with amazement; to-day it is looked upon as an exceedingly brilliant move, and will in the instance above no doubt pay for itself many times over.—The Financier.

HE MISSED THE ADS.

At one time for many months Frank R. Stockton was unable to use his eyes, and his friends had to read to him. When at last he was able to read for himself, the members of the household were exceedingly curious to know what sor of reading he would call for first. A great shout of laughter arose when the novelist in all seriousness called eagerly for advertisements. The fact was that during all those months of darkness his friends had read to him everything else but the advertisements, and in regard to these he had an intellectual famine. It may be well imagined that a humorist can find food in advertisements. No species of literature so persistently and frankly as these makes its appeal to human mature, and in none, therefore, is human nature so clearly and frankly disclosed.—Golden Ruse.

BRICKS.

A man who makes and sells 50,000,000 bricks a year ought to know something about advertising. Murrell Dobbins, of Philadelphia, is the most extensive individual manufacturer of bricks in America and he does Mr. Dobbins is worth all of \$2,500,000, but he won't pay a bill for advertising that amounts to less than \$100; he just orders the card con-tinued until the even hundred mark is reached.

He owns four brick yards, and a stock farm: takes an active interest in politics and belongs to about every good club in town. Advertising is a positive pleasure to him as

well as a profit.

"If 1 could hire somebody to do everything else for me, I would devote all of my spare time to advertising," said he when asked "does your advertising pay?"

In summing up his methods he said: "I try to create the impression that I am the only man in town who always has bricks to only man in town who arways has brites to sell. I make and sell about 1,000,000 bricks a week all the year round. I have convinced a lot of people that Dobbins' bricks are the standard. Having convinced them of this, they will have no others. Architects and contractors know all about bricks. I try to reach the man who employs them, so that he will order them to use my product. I can do this best through the newspapers. I advertise all the time and in every conceivable way. Last Christmas morning I sent every way. Last Christmas morning I sent every man. whose a mice mottled brick in a handsome box with the compliments of the season; later in the day I sent each one a bottle of Mumms to "wash down the brick." It paid me. I have given away several hundred sheep, pigs, colts and heifers to customers who have country places. They helped.

"One time Frank Harris, president of the Builders' Exchange, told me that Harry Webster, a rival brick manufacturer, had bought a farm and that I ought to send him

bought a farm and that I ought to send him something to plant. I sent Webster a calf. The next day I found out that Webster had purchased a cemetery lot. The joke got in-to the papers and benefited both Webster

and myself

"I don't think that trade papers are valuable mediums for my business. The direct buyers are few in number. I see them all every day on 'Change. The man I want to reach is the owner. If he says "use Dobbins' bricks," that settles it. No architect will take upon himself the responsibility of specithe owner I must use the papers that he reads. To make a certainty doubly sure I reads. 10 make a certainty doubly sale a use all of the Philadelphia papers, the street cars and no end of special mediums, some of which pay ; most of them do not. I also publish an elaborate catalogue and in addition to this I follow up every application for prices, etc., and see to it that every prospective builder is visited by one of my salesmen.

"I have never seen a line in Printers' Ink regarding the sale of building materials— nothing is so hard to sell; nothing involves more money; nothing offers a wider field for advertising and nothing is so poorly adver-tised as the world of building."

WALTER WARE.

THE bicycle swift, which by going stands up, Is a hint to the merchant that's wise. In the same way his business will go down or up,

As he does or does not advertise.

THE PROPOSED OHIO CONTRACT.

Be it Resolved, That all members of the Associated Ohio Dailies be required to use this form in the acceptance of any and all foreign contracts

Blank City, of Blank Date. Your proposition of —— for advertising —— received, and will be accepted for \$-- on the following conditions:

t. That all extra space pro rata rate of — inch; extra charge for first insertion providing extra space sent is in amount of space and style of ad and position that we can accept and fill, but in no wise, if refused, will it invalidate the conditions of the contract under this agreement.

2. If the position required under this contract is not filled, but insertions are made of ad, they shall be paid for at seventy-five per cent of pro rata rate contracted for under this

agreement.

3. If you should fail to notify us of missing 3. If you should tall to notify us of missing copies of papers or insertions of ad not being in accordance with contract, by written notice within fifteen days of such failure, no allowance or reduction will be made, and it will be taken for granted that you have received copies of paper regularly. And if you make request for paper after fifteen days and we are unable to furnish them, this will not invalidate full payment of contract promptly when due, and will be taken for granted all insertions have been properly made.

Thereupon a motion was made to the effect that three members be appointed by the Chair to take up this subject of uniform contracts, and submit their report at the next meeting.

Motion duly seconded and carried.

TWELVE THOUSAND MILLION PAPERS.

The annual aggregate circulation of the papers of the world is calculated to be 12,000,000,000 copies. To grasp an idea of this magnitude, we may state that it would cover no fewer than 10,450 squares miles of surface; that it is printed on 781,250 tons of paper, and further, that if the number, 12,000,-000,000, represented, instead of copies, seconds, it would take over 333 years for them to elapse. In lieu of this arrangement, we might press and pile them vertically upward till, gradually reaching our highest mountains, topping all these and even the highest Alps, the pile would reach the magnificent altitude of 490, or in round numbers, 500 miles. Calculating that the average man spends five minutes reading his paper in the day (this is a very low estimate), we find that the people of the world altogether annually occupy time equivalent to 100,000 years reading the papers. - Record, Philadelphia.

READY RELIEF.

It was a seedy, needy-looking little mendi-cant who came hesitatingly, with silent footsteps, into the office, quite unnoticed, until she said, in a thin voice:
"Excuse me, sir, but I am sorely in need of

"You have come to the right place, madam," said the editor, cordially, straight-ening up and driving his hand into his trousers pocket. "The Loud Voice has a larger circulation than all the other papers combined, and a want ad placed in its col-umns never fails to bring results. Male or umns never fails to bring results. female?" and as he drew a penknife from his pocket and began to sharpen his pencil, he smiled benignly on the rusty little lady, until he realized where he was at, and then there seemed to be nothing for it but to give up a nickel.

C. H. A.

THE HATTER AND HIS HATS.

When John Thompson engaged in the business of hatter in New York many years ago, he was anxious to obtain a handsome sign-board with a proper inscription, advertising his business. Being at a period before the adsmith was born, Mr. Thompson prepared his own inscription as follows:

JOHN THOMPSON, HATTER, - MAKES AND SELLS HATS FOR READY MONEY.

Accompanying this announcement was the figure of an old-fashioned high hat. Mr. Thompson then submitted the result of his labor to some of his friends for their approval.

The first friend he met thought the word "hatter" tautologous, because followed by the words "makes hats," which in itself showed that the advertiser was a hatter. Thereupon Mr. Thompson promptly struck out the word, making the sign read thus:

JOHN THOMPSON MAKES AND SELLS HATS FOR READY MONEY.

The second friend observed that Mr. Thompson might as well omit the word "makes," because his customers would not care who made the hats. The hatter again corrected the sign, with this result:

JOHN THOMPSON SELLS HATS FOR READY MONEY.

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The third friend ventured the opinion that the words "for ready money" were useless, as every one who purchased hats expected to pay cash for them. These words were therefore stricken out, and the sign then read:

JOHN THOMPSON SELLS HATS.

The fourth friend laughed loudly as he exclaimed: "'Sells hats!" Why, of course he does. No one expects to give hats away. What, then, is the use of that word?" It was accordingly erased, and at last Mr. Thompson's sign read like this:

JOHN THOMPSON, HATS.

In this case, at least, several heads were better than one. WILL M. CLEMENS.

DON'T INTRUDE.

Patronize the man who advertises. You do not visit your neighbors unless asked to, and do not attend a party or wedding without an invitation; then why should you intrude on the privacy of a storekeeper without an invitation? Buy of the live business man who not only invites you to come and see him every day, but educates and keeps you posted on what is popular in his line of goods.—Exchange.

THOSE men show soundest sense and reason Who advertise in every season.

OPTICAL WINDOW DRESSING.

Prospective buyers of cameras, opera glasses and other optical paraphernalia respond, like other possible purchasers of articles de luxe, to advertisements that, consistently with such information as they are intended to display, are most artistic or attractive to the eye. A foreign trade publication suggests that the retail optician's scheme of window dressing, therefore, while duly ordered to convey the suggestion of an unlimited wealth of apparatus, should include as much that is of a decorative nature as may be reasonably convenient or appropriate. Polished glass and metal work is sufficiently decorative to the mechanical eye, and a show of fine instruments is in itself the most attractive thing possible to any one who is genuinely interested in applied science.

But a large, and therefore important, class among opticians' customers are unacquainted with the physical sciences, ill-informed as to the structural details of any sort of apparatus, and, moreover, very little disposed to concern themselves with matters of the kind. Optical and photographic instruments are regarded by such persons from such a strictly utilitarian point of view that it seems needful, or desirable rather, to stimulate their interest by some adventitious means, more popularly engaging than even a collection of philosophical toys.

Now, what can be better fitted to appeal to the photographic amateur or impress the average pedestrian than a collection of photographic prints—telephotographs, photo-micrographs and artistic studies—made or assumed to be made by aid of the telescopes, microscopes and cameras which are most prominent features of the optician's stock in trade? The writer claims that there is no other equally suitable method of decoration—subordinate, of course, to the just mentioned more distinctive features of an optician's window dressing—than in the display of scientific and artistic photographs. The advantages which result accrue almost as much indirectly from the ornamental quality as directly from the immediate profits of the trade.—Jewelers' Weekly.

THE VOICE OF EXPERIENCE.

I have been a publisher of programmes and of other "schemes"—I have advertised in them, and in my whole experience on both sides of the fence I have never heard or known of a single advertisement in a medium (?) of that kind that paid.—C. A. Bates.

EDITOR AND FARMER.



Farmer—Say, Mr. Editor, I want to put an advertisement in your paper. Haow much will it cost?

Editor—One dollar an inch. Farmer—Haow much will that be in pertat-

ERRORS IN ADVERTISING.

There is an old story of two rival shoedealers who occupied stores on different sides of the same street. One was somewhat original in his announcements, the other a servile imitator of his rival. As a business motto, the first put a sign in his window. "Mens Conscia Recti." Supposing this to allude to a new make of shoes, the other man put a sign in his window reading, "Men's and Women's Conscia Recti," and could not understand why he was laughed at.

There are just as funny errors in adver-tising to-day, many of them arising from

the same cause-ignorance.

The furrier's window sign-" First-class skins here," was easily capable of a most disastrous interpretation. A dry goods ad had the item—" Fast black ladies' stockings," casting a slur on the character of the colored belles, and another New York firm an-nounced, "Light weight men's underwear," nounced, Light weight men's underwear, implying that it was intended for the pugilistic fraternity. A doctor's bill-head reads "Dr. Kipp—next door to Balder, the undertaker," which is by no means skillful advertaker," tising.

One has to pity the restaurant keeper who advertises "a clean plate for each customer," and our sympathy is also earned by the summer hotel keeper who announces "Single and double rooms for single and double and double rooms for single and double people." Perhaps there is more truth than good policy in the milkman's circular—" Every vestige of chalk has been carefully removed from my milk," and that is an unwise grocer who commits the gross business error of advertising—" Like a goat, this is a good butter." Customers don't care to be struck in that way. A fish dealer advertises— "We keep fresh fish all the year round," but we are afraid we shall have to disagree with him if we know anything about the nature of fish.

ADVERTISING THAT TRAVELED.

We recently asked Mr. Alvah Bushnell, of Philadelphia, how long it would take a practical man to decide the value of an advertisement, and to what degree, or what per cent, it paid the advertiser, receiving his answer as follows: "While many advertisements are without visible results, it will often take years to tell the value of a good-paying ad-For instance, I have traced vertisement. vertisement. For instance, I have traced the results of one advertisement to selling one of Bushnell's Perfect Letter Copying. Books to a banker in Shanghai, China, who has already purchased at least one dozen more. The influence of this banker caused a merchant in Calcutta to adopt them. This Calcutta merchant showed them to a traveler, who found them to be the very thing he needed to use when on the road, and has needed to use when on the road, and has used them constantly during the past four years. This traveler and the banker in China and the merchant in Calcutta are all still using them, and all liable to use their influence to get others to use them. Now who can say when it will be possible to sum up the real value of this one advertisement?" -Geyer's Stationer.

And never advertises With little gain must be content While others take the prizes. No matter what his wares may be, Nor how much worth the selling, The world will none the wiser be, Except 'tis by the telling.

THE man who fears to spend a cent

A MAN OF MISFITS.

"I am a victim," began the man with the "I am a victim," began the man with the long hair as he unfolded his newspaper and dropped into a seat on the "L" train beside an acquaintance, "I am a victim of my wife's taste, enterprise and economy."

"But, I say, old man, you ought to get a hair cut."

hair cut.

"That's what I say, but my wife won't have it. She says I look more distinguished with long hair."
"Say, I never saw you with a red tie be-

fore. You were always very particular about

those things.

"I know, I know!" said the other wearily.
"I thought I had taste, and I think so yet, but what am I going to do? This tie," and he gave it a savage prod with his forefinger, "was purchased at a sale—39c. it cost—and I have to wear it to prevent a row. My wife says it looks well.

"See these cuffs! Well, they are twelves, and my size is ten and a half. They came off the bargain counter, too, at the rate of two pairs for 38c. Cheap! But I have to two pairs for 38c. Cheap! But I have to put tucks in them so they will fit inside my coat sleeves.

He gradually warmed up to his subject. "You ought to see my underclothing. Job lots, every piece; fragments. Some are too large and some are too small. See this hat? It came home in pink paper, and cost \$1.89. I wear a seven; this is seven and three-quarters. There is one morning and two evening newspapers in the band, so it will

"But it was a bargain, sure. My hats cost me \$5. You ought to be grau you married. You must be saving money at that

He leaned slightly forward as he spoke, and there was a sharp click. He put his hand around to his back with a pained ex-

pression.
"What is the matter? Hurt yourself?"
"Oh, no," he said grimly. "Two of the patent suspender buttons bought at a bargain counter have parted the ways, and my 29C. suspenders have broken. Say, you haven't a safety pin or a couple feet of cord, have you?"—New York Herald.

A TART AD.

That the servant girl problem is no correla-tive of the "new woman" question is shown by this advertisement, which appeared in the Gazette of the United States, Philadel-

phia, 1795:
"Was mislaid or taken away by mistake (about the last sitting of congress in this place) from the servant girls of the city, all inclination to do any kind of work, and was left in lieu thereof a fair, but impudent, ap-pearance, a strong and continued thirst for high wages, a gossiping disposition for every sort of amusement, a leering and hankering after persons of the other sex, a desire for finery and new fashions, a never-ceasing trot after new places—with a number of contingent accomplishments that do not suit the wearer. If any person or persons will restore to the former owners that degree of honesty and industry that has been some time missing, they will receive a reward of \$200, besides the warmest blessings of many abused and insulted householders.—N. Y. Shipping and Commercial List.

THE merchant's store is jammed all day, His competitors look solemn The ad that brought this all about

an

Took only half a column.

EXPERT AGRICULTURAL ADS.

Since I wrote the first time concerning agricultural advertising I have had all sorts of comments concerning my ideas on this subject. I have been roundly denounced and highly complimented, about equally, but have managed to maintain my equilibrium, even when experts have written me that what I do not know about this subject would fill a large book. I believe that any idea brought forth in the pages of PRINTERS' INK attracts immediate attention, and if it is a good one brings forth good fruit in due time, while a bad or useless theory is given such an airing that it falls harmless. In this belief I have borne the burden of denunciation in patience, waiting for time to bring a due compensa-tion. It may not be that what I have said has brought about an improved system of advertising, but I feel pretty certain that the cumulative weight of what has been said about getting out of the rut of old fashions in placing ads in farm papers is causing those who use these papers to be more careful about making up their ads, and the result is that experts are being called upon to write ads for farm papers, and in my opinion there is a notable improvement in this respect.

The other day an electro for an ad came into our office, and I picked it up and glanced at it carelessly, then I took a proof of it and remarked that the ad looked like one of Charles Austin Bates' productions. Curiously enough the next number of PRINTERS' INK that came had that very ad in it, in Mr. Bates' department, as an example of a series that he had made for a creamery firm. not pretend that I can always pick out a Bates ad, but I can pick one out that is written in his style as easily as I can one written in the Powers-Gillam style. They have the characteristic of going right to the point and catching the attention of the people who should be interested in the thing advertised, and holding out some inducements for them

to seek further information. The Piano Manufacturing Co. has been do-g some good advertising. They make a I ne riano Manufacturing Co. has been do-ing some good advertising. They make a harvester, and this year they have an im-provement in the way of a fly wheel to regu-late the motion, and they have made the most of it, their ads calling attention to the im-provement something after the "see that hump?" style.

Five Tons of Grapes

remove from the soil 12.60 lbs. of nitrogen, 10.62 lbs. of phosphoric acid, and 25.48 lbs. of potash. 100 lbs. of

Albert's Vineyard Manure

contain 13 lbs. of nitrogen, 11 lbs. of phosphoric acid, and 28 lbs. of potash. Send for free sample, and our literature on "The Manuring of Vineyards and Orchards," and "The Manuring of Garden Crops." They are sent free.

ROBT. L. MERWIN & CO., Importers of Chemical Fertilizers, 88 Wall St., N. Y. A -------

Picking up the first farm paper that comes to hand on my desk I find among all its ads just three that strike me more forcibly than any of the others. A fertilizer ad among

all the others is the only one that gives any definite information that would interest me. Being interested in viticulture I am looking for the best fertilizer for grapes, and this ad tells me how much plant food a crop of grapes takes from the soil and how much is in a ton of the fertilizer advertised, and I am going to send for the booklets.

The other, advertising a cattle food, I would be willing to wager was written by some one

Your Cattle

will weigh heavier, look sleeker and be in marketable condition and bring you a bigger price a month sooner if you use

STANDARD FOOD

with their daily feed. A small portion of the food mixed with their regular rations will do it. Send for free booklet.

THE F. E. SANBORN CO., 1502 Howard St., Omaha, Ncb.

who has thought about advertising and did not write the ad off-hand,

The third is of interest to most farmers just now, and out of a dozen ads telling where crimson clover seed can be bought, it gives the most information though not occupying

Crimson Clover CROP OF

Place orders NOW for choice pedigree seed of my own growing. Guaranteed free from weeds. Ready July 1. Market price. Catalogue free. E. G. PACKARD. Seed Grower, Dover, Del.

It says "crop of 95," and the most space. that the seed is of the advertiser's own growing, and it is guaranteed free from weed seeds; that it will be ready July 1, and will be sold at market price. There is not a superfluous word in the ad, and from the first one to the last every word counts. I do not think an expert wrote the ad, but I do think it is a good one.

The remainder of the ads in the paper are of the stereotyped kind that we have been reading for years, and while they no doubt bring trade, they could be improved and made more attractive to an extent that would make them stand out in such relief among the ordinary ads that they would pay better than they now do, and the much-abused ad expert could remodel most of them until the paper under consideration would take on such a different appearance that the readers would read the ads with interest, while as it now appears they no doubt pass a large portion of them with an I-have seen-all-that-before feeling that often "makes them tired."
Springfield, O. MILLER PURVIS.

THE ADVERTISEMENT OF THE FUTURE,

The advertisement of the future will be one that will leave out any idea of being funny or "catchy." It will tell store news plainly, clearly, honestly. When it talks about goods it will tell something about them. If they are said the all. them. If they are good, the ad will not only say so, but will say why. If they are best-If they are bestthe same. - Chas. Austin Bates.

NOTES.

Comfort is introducing colored cartoons into its pages.

A PROMINENT Philadelphia grocer has replaced his male by female clerks.

A Nova Scotia photographer has this sign out: "Babies reduced to \$2 a dozen."

THE Sunday Tribune, Chicago, issues a poster each week containing a list of its features.

THE Cleveland, Ohio, Young Catholic Messenger printed no issue in 1894 of less than 15,000 copies, and one issue went as high as 25,000 copies.

On Broadway the signs that are entirely in capitals outnumber those in small letters more than ten to one, despite the fact that the lower case letters look singularly clear and tasteful.

The Chicago Times-Herald recently tested the telautograph, by reproducing in its columns the handwriting of the leaders of the National League of Republican Clubs, then sitting at Cincinnati. The test was successful.

Six ross of advertising matter for Hood's Sarsaparilla were coming from the United States to London a few weeks ago. The freight-ship met an iceberg, and the advertising matter was amongst the things thrown overboard to lighten the vessel.

The Detroit Yournal publishes on each Saturday a list of the conspicuous "catchlines" from display ads appearing in the Yournal during the previous week, and offers eash prizes to the first persons sending in a correct list of the names of the firms from whose ads the quotations were taken.

whose ads the quotations were taken.

CLIPTON S, WADY, in the Hardware Dealer, suggests an ingenious scheme for advertising a store. It consists in taking a person's photograph free, in front of the store, after the person has bought a certain quantity of goods. The object aimed at is to have the signs on the store appear in these photographs, and thus secure an advertising medium that will be preserved.

The DeLong Hook & Five has issued a series of fine large advertising cards. Each illustrates a nursery rhyme, such as "Little Miss Muffet," Ba-Ba, Black Sheep, etc., in the old style of illustration—much color and clear cut figures. Another excellent novelty is a circle with the middle cut out, in which hangs a large brass hook and eye.

A San Francisco bookstore gives the following list of its books: A. P. A. and Catholic books and periodicals, as well as Anarchistic, Atheistic, Socialistic, Nihilistic, Spiritalistic, Free Thought, Religious, I. N. S. G. W., V. M. I., Foreign, Domestic, Jaily, Weekly, Christian Science, Mechanical, Pictorial, Scientific, Comic, Technical, Trade, Astrological, Buddhist, Base Ball, Occule, Irish, Sporting, Art. Racing, Populist, Hunting, Literary, Fishing, Dramatic, Antiscemite, Law, Medical, Story, Fashion, Society, English, Telepathic, Clairwayant, Hypnotic, Realistic, Scandalous, "Hot" and reform Literature in all lines of thought, in complete variety.

SONG OF THE AD.

Oh merchant, if you'll take my aid
I will forsake you never,

For clerks may come and clerks may go, But I go on forever.

BE BOLD.

There is no use advertising in a half-hearted way. Somebody, I don't remember just who, said: "He who asks timidly courts denial." This is as true in advertising as in everything else. One of the best things an advertisement can do is to convince readers that the advertiser is in dead earnest about his business, that he means what he says and expects to be believed.

A merchant ought to believe in his own goods. He ought to be in love with his business. If he states his belief clearly, forcibly, earnestly in his advertisements, it will kindle belief in others and he will gain trade. One of the best advertisements I ever saw was that of an electrotyper. It was quite a good sized advertisement, and the biggest line in it was this: "I want your work." It was a direct appeal to every one who saw the advertisement.

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vertisement. There was no mistaking what that advertisement was for. The man was after business and he didn't care who knew it. He went on to say why he ought to have the work he wanted. Of course the drug business is a little bit different, but all businesses are more or less alike, and all advertising has one object. It is meant to sell goods. There is no use trying to disguise that, and it is no use trying to make people believe that you are in the business for any other reason than a desire to make money.—Ckas. Austin Bates, in American Druggist.

RESULTS ON THE RUSH.

Sir Francis Henry Jeune has defined "journalism" as "literature in a hurry." It has to be in a hurry nowadays, because it is meant for people who live and think in a hurry; and to no part of journalism does the observing knight's definition apply more anyly than to advertising literature.

apply than to advertising literature.

In olden times it could have been slow and dignified. Now, its thoughts must strike the public mind in the morning, and register the force of their stroke in substantial results before night. All good advertising does this, and does it day in and day out with the coperation of the great constituency of the daily newspapers of large circulation.—Philadelphia Record.

THE USE OF THE CIRCULAR.

It is undoubtedly wise to send out a circular of some sort to those who have previously been customers. I do not think personal letters, or circulars in imitation of letters, are so good as a printed circular or a little booklet. Either of these may be a little booklet. Either of these may be alaborate as you choose or it may be merely a simple postal card. I do not believe that circular advertising for a new business is very likely to be profitable. The newspaper is the best developer of new business. The circular should be used only as an auxiliary.—Ckas. Austin Bates.

WHO GETS THE BENEFIT?

The merchants who have shown their enterprise by advertising right along through the dark days of adversity, crop failure and relief goods are the ones who will first feel the warm rays of the rising sun of prosperity.—St. Paul Republican.

A DEALER in bicycles should never allow his business to get that tired feeling, nor can he inflate it entirely with wind.

IN GALESBURG, ILLINOIS.

Editor of PRINTERS' INK:

Galesburg contains many bright adver-sers. Among the number are Gray Brothers, who sell shoes. Window dressing has ers, who sell shoes. Window dressing has been one of the striking mediums which they have used effectively. Recently they painted their two large windows with a preparation of whiting, and then carefully rubbed clear circular spots about a foot in diameter on a line with the eyes of the passer-by. Behind and with the eyes of the passer-oy. Dennin each hole was placed a box a little larger, lined with cotton batting, and containing one pair of shoes, a box of the preparation used to clean that kind of a shoe, and the price. Thus there were patent leathers with patent leather polish, tans and tan dressing, white canvas and its cleaning powder. The rest of the window was white, and, of course, opaque.

Before removing the whiting it underwent another transformation. It was rubbed in the form of an arch on each window, lines being rubbed to represent stone-work. By drapery a niche was formed behind the arch, and the space filled with attractively-arranged shoes. At a short distance from the window it looked like a stone arch.

Gray Brothers are equally happy in their newspaper advertising. They buy and own their own borders, one of which is novel, consisting of rows of small, bare feet.

The style of signature used in all ads by another shoe firm is a black shoe print, with

the lettering in white.

Galesburg merchants are constant students of the advertising trade journals, and especially of PRINTERS' INK, and the tone of the advertising done here bears evidence of that fact.

ERNEST ELMO CALKINS.

HOW MANY READERS? BROOKLYN, N. Y., June 29, 1895.

Editor of PRINTERS' INK :

On what is the theory of five readers to a paper founded? The fact that the average family numbers five persons? If so, or indeed on any other supposition or theory, it is entirely too high an estimate, and, for advertising usefulness, three readers to a paper would be a liberal allowance

We will admit that the average family numbers five; but, again, on an average, at least one of these is an infant, or too young a child to read, and at least another is not old enough to be of much benefit to the adver-

tiser as a purchaser.

I question much if the average number of adults in a family amounts to three. Just consider how many families you know who have more than three adult members, and then count those you know having only two or less! The latter will more than outnumber the former.

Of course, some advertisers, such as toy and school supply dealers, reap the benefit from young readers, but to the great majority

of merchants they are useless.

Again, it is a mistake to suppose that, as a general thing, every adult member of a family reads the papers, or even that every family takes a paper.

Many women have no time for reading, and many more prefer novels to the daily newspaper. Such cases may not be very numerous, paper. Such cases may not be very numerous, but there certainly are enough of them to greatly lessen the hitherto accepted average. All things considered, I believe three read-

ers to a single paper would be a most generous concession.

A WILD WEST SUGGESTION.

San Francisco, June 30, 1895.

Editor of PRINTERS' INK :

I am a printer, hence indirectly intercated in advertising. I always make it a point in advertising. I always make it a point when buying anything, especially at a new store, to bring up the subject of advertising. Sometimes I do it by asking for some well-advertised article, or letting the dealer know I saw his ad, if he advertises, or if I know he doesn't, by letting him know that.

Now, if all printers, newspaper men, adwriters and others remotely connected with

advertising as a livelihood would follow this system, it would benefit both them and the

dealer

To do this gospel work little or no time is wasted; you can do it while your man is wasted; you can do it while your man is waiting on you. If two men every day get at an anti-advertiser in this way for a month it will convert the most obstinate. Try it. Theo. Donnellan.

DAYTON ODDITIES.

DAYTON, O., June 29, 1895. Editor of PRINTERS' INK :

During the hot weather the following card was observed in a shoe dealer's window. (By the way, this particular dealer takes Printers' Ink.)

20 DEGREES COOLER INSIDE.

In a confectioner's window was the fol-

THERMOMETER 100°. SODA 32°,

5 CTS.

A men's furnishing store has the following in a window full of socks:

"THESE SOCKS WILL COVER A: MULTITUDE OF SHINS."

GEO. E. KIDD.

--BUFFALO CHIPS.

BUFFALO, N. Y., June 26, 1895.

Editor of PRINTERS' INK :

For persistency in using one form of advertising the palm should be awarded to a citizen of our city. The oft-repeated phrase: "When in Buffalo stop at the Genesee" has

become almost an adage.

The Erie Medical Co., among the largest users of space, have succeeded so well with their attractive picture ads that they are now incorporating, with a capital of \$100,000. They are firm believers in newspaper noto-

Carleton & Kissam's control of the street car advertising makes our cars look quite metropolitan, as all the large concerns are represented with unique displayed cards— Ivory Soap, DeLong's "Hump," Ripans— one gives relief—Kyser's Gloves, Sapolio, Quaker Oats, and a good showing of local

The Bee establishment is putting out a puzzle folio which they furnish merchants at \$1 per 1,000, that is being used by firms all over the United States as a souvenir and for Its cheapness probably explains advertising.

its popularity.
This city is distinguished as the only one in all America having a professional base-ball club whose paid notices of the sport are exments ever appear announcing the games, and the only clue one can get of coming dates is a tip or two let drop in the reading notices of previous games.

WITH all his skill the jeweler is far behind the billposter, for the latter often makes genuine diamonds out of "paste."

Classified Advertisements.

Advertisements under this head, twolines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

OLD type metal and electrotypes purchased. Address J. CAWE, 41 Park Row, N. Y.

WANTED - Position as foreman, daily or weekly. Experienced. References. "C. S.," Printers' lnk.

Wisconsin Agriculturist, Racine, Wis. Advertisements at 30 cents a line for 25,000 circulation, guaranteed.

LATISTS (\$50) DOLLARS for a new cover design.
Artists desiring to compete send address to the FORTNIGHTLY PRESS CO., St. Louis, Mo.

NOVELTIES wanted. Also job lines chromo and show cards. Send samples and terms to the ANGLO-AM. NOVELTY CO., Ltd., Toronto, Can.

W ANTED-14,000 10%x14 and 20,000 71%x105/No. 1 manila envelopes printed. Send for sam-ple envelope, WINDSOR & KENFIELD, Old Col-ony Bid., Chicago

W RITERS WANTED—"Hints for Authors" tells how and where to obtain pay for literary productions of all kinds. An invaluable, up to-date book. Cloth covers. By mail 25c. no stamps]. THE MS. EXCHANGE, Box 40, Cleve-

PARTY with \$1,000 can buy 1-5 stock in paying daily and secure business management. 60 stockholders, leading business men : 55,000 pop., leading paper, Rep. salary \$30 and 25 per cent net profits. Must be a hustler. Paper booming. Address "L," care Printers' ink.

JULY 18TH—Entries close for our \$100 prise.

In ovelty contest, advertised in liner ads of PENTRIES ISM May 15, 2, 29 and June 5. If you have some idea which can be used for advertising purposes, enter it as once. Awards will be made July 30th. Address. "NOVELTY," C. W. Johnson & Co., Detroit, Mich.

DRINTERS' INK has acknowledged that I am the best advertisement writer in the West. Am now with a house placing \$50,000 a year. For personal reasons I would like to make a change. Have no objection to leaving this city. Who wants a good man! M. A. CALDWELL, P. O. Box 501, Chicago, III.

MISCELLANEOUS.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

Y OUR nose, when afflicted by cold, catarrh or hay fever, will be entirely relieved by ap-plying instant Cold Relief. Send 6c. for sample. INSTANT COLD RELIEF CO., Taunton, Mass.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin, Established 1877.

THE Buckeye Chalk Plate Co., 58 Frankfort St., Cleveland, Ohio, recoats plates less than 60 per cent original cost. Write for circular.

In her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

A of the four great papers of the Pacine Cast." Harper's Weekly.

A GOOD THING TO KNOW.

"THE SENECA DIRFATCH."
The leading local paper of Newton Co. The leading local paper of Newton Co. The leading local paper of Newton Co. Market Papers of Newton Co. The lama very close student of Phintres' Ink. cspecially of all its teachings on advertising. Through it 've had no trouble to fill my advertising columns simply by treating the subject editorially, and by offering to aid my patrons by attempted, and yet the most successful, was to advertise my paper—make people want to subscript on a perfection, resulting in 25 to 40 annual subscriptions per week. The details of the method, though too large tool in full in each issue of the Dispatch, and if any of your many readers want to benefit by my experience they can do so by addressing the Dispatch, inclosing le. in stamp for sample copy, or, better still, send 26c. for 5 consecutive issues, which show exact results for each. We Garagoan Publisher. exact results for each week.
D. W. GAHAGAN, Publisher.

PAPER.

M. PLUMMER & CO. furnish the paper for ence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

ELECTROTYPES.

HONEST electros at honest prices. THOS. H. CROSLEY CO., 149 Leonard St., N. Y.

DAY \$1.50 and get our best half tone portrait.
All kinds of cuts at prices as surprising.
Write us your wants. ChiCAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

YOU may write your own ads, but one thing sure—you can't make your own cuts. Think of us; \$1.50 for best half-tone cut, prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison 8t, Chicago.

TO LET.

YANK, Boston. Space.

GOOD HOUSEKEEPING. Space.
H. P. HUBBARD, Mgr., 38 Times Bldg., N.Y.

OOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bidg., N. Y.

WE have for rent, at 10 Spruce St., two commercing offices, one large and one small. They are up only one flight of stairs and are welling, size of large room about 20x34; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL&CO.

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., cents. Ad

MERICAN NEWSPAPER DIRECTORY for A MERICAN NEWSPAPER DIRECTORY for 1885 (issued June 15th). Describes and reports the circulation of 30.95 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not hot facts shown by his statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1.000 pages. Price, Five Dollary; 31 conte exits for postage of forwarded by mah. Address 1851 f. 100 mills.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'rs,

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.

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L. J. DAVIS, circular dist'r and billposter. Eaton & Celhoun Co's, Box 263, Olivet, Mich.

+++ FOR SALE.

5-LINE advertisement, \$1. V WISCONSIN AGRI-

SI BUYS 4 lines, 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

66 I N her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

PRACTICAL printer can purchase working in-terest in paying Ohio newspaper and job plant. Good salary. H. F. HARRIS, Elyria, O.

SMALL Southern weekly for sale. Editor's eyes diseased. Thrifty town, good field. Might suit you. Address "CASH," Printers' Ink.

THORNE typesetting machines, cheap (brevier and minion sizes). In first-class second-hand condition. For full particulars address WEST PUBLISHING CO., St. Paul, Minn.

PATENT for holding ladies' sleeves in place when putting on outer garment. Fine pre-mium for newspapers. \$50 cash, \$50 in advertis-ing. Sample, ite. FIED H. NICHOLS, Lynn, Mass.

COR SALE—Only afternoon daily in Western city of 30,000. Oldest established paper in the county. Price, \$15,000; half cash, balance 5 years. Address "D. T.," care Printers' Ink.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,600 monthly.

ROCKLAND, Maine, DAILY STAB. Only daily in three counties.

CREATING a sensation! It is marvelous. 6c. stamps. THE NORTH STAR, Westfield, Mass. PRACTICAL EDUCATION, Mason City, Ia., reaches teachers, school officers and parents.

I F you advertise in Ohio you will get results.
For particulars address H. D. LA COSTE, 38
Park Row, New York.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

66 Ner Post-Intelligences Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

I OFFER advertisers papers that bring results. H. D. LA COSTE. 38 Park Row, New York. Agent for good mediums only.

I N all America there are only eight semi-month lies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

A RK you advertising in Ohio! We invite your A stention to the Dayton Morning Times, circulating 4,500 copies daily; the EVENING NEWS, 9,500 copies each issue, and the Werkely Times-News, 4,500 copies care the representative family newspapers of Dayton, and with their combined circulation of 14,500 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 8,00, and the News and Times are long established journals, and have a sway employed of the best people in Dayton. Address H. D. LA COSTE, 38 Park Row, New York

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 60,000 monthly.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be in-serted under this head once for one dollar.

66 PEN BOLT," most popular song of the day;
"Trilby" edition, fine sheet music. Your
ad printed on neatly. Send for estimate, one
thousand to one million. THE CURRENT PUB-LISHING CO., 168 Filbert 8t., Philadelphia.

LISHING CO., 1686 Filbert St., Fhiladelphia.

O'UR premium novelties, useful as well as ornamental, reliable, first-class in every respect.

Novelties in fact as well as name; to be had only of us. Our new state maps, 1866 edition, just out; wall map, new features, retail \$3, to publishers value of the properties of Manufactured only by us.

ADVERTISEMENT CONSTRUCTORS.

GILES LEAHY.

ITTLE ADS. CURRAN.

A DS SMITH. Baltimore, Washington,

SMITH has ideas. Baltimore, Washington.

McC. SMITH. Baltimore. Washington.

McC. SMITH. Baltimore, Washington.

McC. SMITH. Baltimore, Washington.

FETCHY ads. JAMES R. LONG, Wash., D. C., 1308 B St., S. W.

SIX retail ads, with cuts, \$5. R. L. CURRAN, 111 W. 34th St., N. Y.

WANT to know me ! 10c. postage brings sam-ple ad. W. C. STEWART 4114 Elm Ave., Phila.

B USINESS literature - interested ! I assume all details of writing and printing. CLIFTON WADY, Somerville (Boston), Mass.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

A SAFE rule to follow: No matter who does the writing of your ada, circulars or booklets, be sure to have WM. JOHNSTON, of Printers' Ink Press, do the printing.

CONTRACTS for 365 advertisements a year,

E. L. SMITH, Codman Bldg., Boston, Mass.

66 A DVERTISING FOR RETAILERS, "64 pages, 25 cents. If you don't get a quarter's worth you may have your quarter back. CHAS. AUSTIN BATES, Vanderbilt Building, New York.

Y OU want your ads written in modern style to sell goods successfully. Long or ahort, they should be attractive. Terms satisfactory. Try sample. GEO. W. MAISTON, Fortsmouth, N. H.

HOW is this! One dozen bright, crisp and to fit your business for \$5. Your money back if they are not right up to the scratch. This offer is good until August 1. MD SCARBORO, Box 53, Station W, Brocklyn, N. Y.

N O matter how well your ad may be written, it loses its effectiveness if not properly dis-played. Send your copy to me to be put in type, will add 100 per cent to its pulling powers. Ad-dress WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St. N. Y.

M EDICAL ads, \$8; retail ads, \$1; booklets, \$1 a page, on approval if you wish. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

64 IF YOU want work, ask for it. "I want work at writing, to sell. Catalogues, booklets, advertising. For twelve years I have studied with printers, artists and lithographers to make the page as a mirror of the goods in store. Men who know say I have succeeded. GILES LEAHY, Avondale, Chester Co., Pe

SEND me one dollar, a copy of your old ad, and lots of information about your business. I'll send you one good small ad, printed proof of the same, my bookiet, and give you a few helpful hints on attractive type display. If you like the ad, order a series of 10—810, including printed proofs. H. P. BROWN, Paulisboro, N. J.

J WISH to hear from business men who want good advertising matter prepared. My work has always been liked, particularly for its downermark of the state of the st

GURHAN, III W. 34th Et., New York.

I FURNISH illustrated and similar to those generally appearing on the last page of Perstraces' list for \$5 or \$81 oeach. The drawings are worth \$6 or more, and for writing the reading matter I charge from \$3 to \$5. As eries of ten, on any subject, would cost about \$80. This price of course, depend on size, the price of course, depend on size, the price of or course, depend on size.

I will write one quarter-page magazine ad and furnish an original small, eathey out for \$6. For a dollar more (\$6 altogether) I will have the adput in type and furnish one electrotype. Eller any free booklet.

my tree bookies.

YoU must share your profits with some printer, whether you want to or not, and the size of your portion will depend on who your printer is. The cheapest work is apt to net you the smallest profil. It does not require any very great wisdom to reason this out logically. If the work is good it will probably bring very large returns, if it is have a monopoly on good taste and good judgment, but we have devoted our whole lives to the study of good printing and have also had a practical art education. If you want good work, we are at your service; if the ordinary will answer your purpose, some other printer can probably do as well by you. This LOTT'S PRESS, 140 W. 284 98., N. Y.

A BOUT 6 months ago we started, for a large A BOUT 6 months ago we started, for a large furniture concern of this city, a series of illustrated ads. The illustrations involved two original and unique juvenile characters (whose identity was preserved in each ad), connected in an anusing way with a piece of furniture. Ads tion; prices were stated; language was spicy; space used, 5 inches single column; our charge per ad 44.25, including cut. So much comment have these ade aroused, so much furniture have they sold directly, that the firm has just signed was the continuous servent and the continuous servent and the continuous servent and the continuous servent and the continuous servent servent and the continuous servent servent

12 TEMPTING little paragraphs (3 to 6 lines) want more when you're used up a dozen. I season them with the sort of sense that wins customers to both you and yours truly, JED SCAR-BORO, Box 63, Station W, Brooklyn, N. Y.

If you are a large user of printing you cannot afford to waste time with incompetent princers. We want your particular work, and while suggestions are of course valuable, we do not expect you to fuse with send us the copy for an cettain. If you will send us the copy for an cettain and the copy for an extension and a life devoted to the carreit study of good printing are our advantages. Now is a good time to prepare pamphiets or catalogues for early fall business. THE LOTUS PRESS, 149 W, 20 St. N. Y.

study of good printing are on a state of the ducements. Send me a money order or stamps. Beekman St., New York.

On July 24 I shall sail on the "City of New York" for a quick trip to London and Paris. Expect to be back about August 15. I will be on the boat ten days, and I want some work to do then. I ought to do it exceptionally well, for I'll have nothing to bother me-no interruptionsnothing to do but think and write.

Plans, advice, writing and illustrating for advertisers.

CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest press-room the city. Best of work. Most reasonable prices. FERRIS BROS., 284-309 Pearl St., N. Y.

MERCANTILE LAW.

CAVANAGH & THOMAS, Omaha, Nebraska, Inwyers and adjusters. Collections of job-with success; 2,500 of the leading Eastern Jobers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloan, New York City.

ILLUSTRATORS AND ILLUSTRATIONS.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

YOUR AD is worthless if no one sees it. A clever sketch stracts. Combine the two. is striking sketchess to fit your ads, \$5. R. L. WILLIAMS, 1. & 7. Bidg., Wask., D. C.

WILLIAMS, L. & T. Bldg., Wash., D. C.

H ANDSOME Illustrations and initials for magasines, weeklies and general printing, 5c.
per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

ADVERTISING AGENCIES.

A GENCIES know GOOD HOUSEKEEPING.

A GENCIES know GOOD HOUSEKEEPING.

STANLEY DAY, New Market, N. J. Adventiser's Guide, 25c. a year. Sample mailed free.

A NY responsible advertising agency will guarantee the circulation of the Wisconsin Agriculturist, Racine Wis., to be \$5,000.

I F you wish to advertise anything anywhere at any time, write to the GEO. P ROWELL ADVERTISING CO., 10 Spruce St., New York.

NAPS—Every week we have offered to us front in and back covers and choice large positions by leading publications of this city (which have less) held at regular price till last moment before going to press) at prices from 1.5 to & the regular price—for cash. We want carte blanche from a few large advertisers to take us those snaps. For particulars write WILDER & OO, 8st Market 8s, 8sn Francisco.

SUPPLIES.

VAN BIBBER'S Printers' Rollers

Z INC for etching. BRUCE & COOK, 190 Water

BILLHEADS-4\%x8\%.10M \$10.5M \$6; 9\\x8\%.10M \$12.50, ELECTRIC PRESS, Madison, Wis.

D \$12.50. ELECTRIC PRESS, Madison, Wis.

NEWSPAPER—Rolls or sheets. First quality.

Write A. G. ELLIOT & CO., Philadelphia, Pa.

PEADY addressed wrappers in exchange for adv. space. TOWNSEND, 468 E. 22d St., Minneapolis, Minn.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'v'd, 10 Spruce St., New York. Special prices to cash buyers.

ENVELOPES, 19,800 XX white full gov. 6%, with your card printed on, for \$10 spot cash, or 6% size for \$45.50, £0. b. Milford, 19,000 fines quality blue-lined envelopes, \$11: haif quantity at half price, plus \$50.; modern type, best work. WILCOX, the Printer, Milford, S. F.

10,000 6-lb. Packet Heads, ruled, and 19,806 government; both with your card printed on for \$99.09 spot cash, f. o. b. Holyoke. Send for amplies. Larger quantities, lower rates. GRIF-FITH, AXTELL & CADY CO, Embossers and Printers, Holyoke, Sans.

PRINTERS.

VAN BIBBER'S Printers' Rollers.

THE LOTUS PRESS, 146 W. 23 St., N. Y. (See ad under "Advertisement Constructors.")

PRINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. WALKER & BRESNAN, 301 to 305 William St., N. Y.

COMPOSITION—Newly started linotype office will contract for composition at \$6 cents per 1,000, including proofreading. Call or address JOST & CO., Room 16, Tribune Bådg., N. Y.

FOR SALE—Cheap, Thorne typesetting machines (brevier and minion sizes). In first-class second-hand condition. For full particulars address WEST PUBLISHING CO., St. Paul, Minn.

1,000 NEAT business cards for \$1.50. I have to board. While it lasts I will fill orders at the above price. Cash with the order. WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce 8t., New York.

Spruce 8t., New York.

No other printer has better facilities for turning out first-class work. No other printer knows better how to turn it out. I want a trial order from all readers of PRISTRIN' DE who appreciate really good printing. I will satisfy you on price. Address WILLIAM JOHNSTON, Manager Printers' Ink Press, 16 Spruce 8t., N. Y.

ADDRESSES AND ADDRESSING.

WE can furnish addresses of about 4,000 newly-married men every week. Price \$5.00 a thousand. AM, CLIPPING BUREAU, Gaiena, Kas.

LETTERS bought, sold, rented, or exchanged.
Valuable lines of fresh letters always in atock. Write for lists and prices. Debility letters a specialty. A. LEFFINGWELL COMPANY, 118-114 Dearborn St., Chicago, His.

PANY, 113-148 Dearborn St., Chicago, Ilia.

CAN you use addresses of persons suffering
from consumption, asthma, catarrh, rheumatism, rupture, deafness, facial blemishes,
opium and morphine habit, baid heads or nervous exhaustion! We also supply weekly records
of marriages, births and deaths in small towns.
We guarantee reliability of all information supplied by us. Better write us for particulars;
largest advertisers in U.S. have done so with
profile o themselves. AD ENTREALS CLIPTING
BUREAU, 319 6th Ave., New York CRy.

BUREAU, 519 6th Ave., New YOUR CATY.

SEND us aamples of letters (any kinds) which
you have for male. Give dakes and lowest
cash price for outright sails. We have for rent
134,600 'nervous debility" letters, of late dates;
370,000 letters from Indies; 200,000 novelty orders;
50,000 'matrimonial "letters (from men oaly);
100,000 "astrologers" and 'love powders' letters;
165,000 "agents' letters (fresh as the dasless,
from in the world, and are adding 200,000 monthly. Samples of above and low terms for rental
or outright sale on application. ADVERTISENES
LETTER BUREAU, 517 6th Ave., New York City.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 gents a line. With display or black faced type the price is 50 cents a line. Must be handed in one week in advance.

ARKANSAS.

The Arkansas Gazette

Daily and Weekly, goes into every nook and corner of Arkannas, and circulates in much adjacent territory. Advertisen cannot afford to omit THE GAERTTE from their livis when placing advertising in the great Southern field. For rates and any other information, address

> GAZETTE PUBLISHING CO., Little Rock, Ark.

CALIFORNIA.

A LWAYS AHEAD—Los Angeles TIMES, So. Cal.'s great daily. Circulation over 14,000.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the San Jose Mencuay. Sample cop-ies free. For advertising rates in daily or weekly address San Jose, Cal.

THE WAVE, San Francisco, Cal., the ciety, literary and political weekly. E. KATZ, 186-187 World Bidg, New 13,000 weekly York, N. Y., sole agent. 13,000 weekly

FLORIDA.

THE FORT MYERS PRESS has the largest cir-culation in Lee County, Fla.

IOWA.

QUALITY as well as quantity are important considerations for an advertiser. The TELE-GHAFR, Dubuge, Iowa, gives its patrons both. Many of the largest and leading advertisers are represented in its columns.

LOUISIANA.

S. W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

THE HOME TREASURY, Augusta, Maine, proves 50,000 copies per month. A DS in THE INDEPENDENT, Farmington, Me.

MASSACHUSETTS.

30 CENTS for 40 words, 6 days. Daily ENTER-PRISE, Brockton, Mass. Circulation 7,000. WONDERFUL!—Send 10c. to FRANK HARRI-BON, Boston, Mass., and see what you will get.

MICHIGAN.

THE SOO DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list. SAGINAW COURIER-HERALD. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

SAGINAW COURIER-HERALD is delivered di-rectly into the homes by its own carriers. SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches. SAGINAW evening and weekly NEWS. Largest circulations in the Saginaw Valley, Michigan

CAGINAW COURLER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,02, est. 1870; Sunday, 7,000; Weekly, 1,400, eet. 1877. Sagriaw, 1000, 1000, 1000 the third city in Michigan. For further information adverse H. D. LaCOUSTE, 38 Park Bow, New York.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a spendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, williamsburg, Miss.

MISSOURI.

K ANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

MONTANA.

THE LIVINGSTON ENTERPRISE : eight pages; all home print. Circulation exceeds 1,000.

A NACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

INDIANA.

THE COURIER, Indianapolis. The leading inter-State negro journal. Circulation, 3,500. CHAS. H. STEWART, pub. Write for rates.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages.
All home print, Leads in Nevada.

NEW JERSEY.

REIDGETON (N. J.) EVENING NEWS leads all D South Jersey papers in circulation. Space ads 12 cents, 15 cents, 25 cents an inch an insertion.

THE EVENING JOURNAL. JERSEY CITY'S

FAVORITE FAMILY PAPER. Circulation, - - - - 15.500.

Advertisers find IT PAYS!

NEW YORK.

1 00,000 READERS in 15,000 offices. THE NATIONAL PROVISIONER, 384 Pearl St., New York. QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent. Rooms 13, 14 and 15 Tribune Bldg., New York City.

OHIO.

THE Mansfield (Ohio) News; proved circulation—daily 3,000, weekly 5,000 copies.

LARGEST circ'n of any Prohibition paper in nation: BEACON AND NEW ERA, Springfield, O. 66 THE leading Obio country daily—The Piqua Call—receives the Associated Press report."—New York World,

THE circulation of the Piqua Daily Call is greater than that of all the other Piqua dai-lies combined. It has no competitors.

FINDLAY (O.) REPUBLICAN is the best newspaper in all respects published in any 29,000 city in the United States. Circulation—daily, 8,000; weekly, 2,000.

THE TRI-STATE GROCER visits the grocers and produce merchants of Ohio, Ind. and Mich. weekly. If you are not in it, it will pay you to write to TRI-STATE GROCER CO., Toledo, O.

PiQUA, Ohio, has grown to be a city of 13,600. It is the third city in this country in the production of linseed oil, and "Piqua brand" of strawboard stands at the head. There are only 15 cities in Ohio whose manufacturers pay a greater amount for labor.—New York Tribuse.

THE Figua, Ohio, CaLL is the only daily paper and Indianapolis which receives wire new-having the exclusive Associated Frees franchise. By the control of th

RHODE ISLAND.

THE HOME GUARD, Providence, E. I. Tenth

OKLAHOMA.

L RENO HERALD has the largest circulation in Canadian County, Oklahoma Territory.

HE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Laces, Adv. Mgr.

PENNSYLVANIA.

THE Perry County Traces has the largest circulation in Perry County, Pa.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 8,000 weekly. Rates low. Population 84,000.

PRIGHT, Crisp Local News served up every D afternoon in attractive shape, with now and then a picture of some one well known in county affairs, has been the secret of the success of the Chester Traces. It is asknowledged as the best Chester Traces. It is asknowledged as the best SPROUL, Chester, Pa.

SOUTH CAROLINA.

THE daily edition of THE STATE, Columbia, 8, C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

TEXAS.

THE NEWS, Bonham, Texas, has the largest weekly circulation in Fannin County.

VERMONT.

THE Burlington FREE PRESS has largest Daily and Weekly circulation in Vermont.

WASHINGTON.

SEATTLE TIMES.

SEATTLE T. MES is the best.

SEATTLE POST-INTELLIGENCER

HE TIMES is the home paper of Seattle's 80,000

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper the largest circulat

N her Post-INTELLIGENCER Scattle has one of the four great papers of the Pacific Coast,"—Harper's Weekly.

SPOKANE SPOKESMAN-REVIEW

SPOKANE OF THE OTHER THE SPOKES OF THE OTHER SPOKES WAR AND REVENUE EXCLUSIVE CONTROL MORPHISM OF THE OTHER SPOKES OTHER SPOKE

WISCONSIN.

W ISCONSIN AGRICULTURIST, Racine. Wis. Only English agricultural paper printed in the State. Rates only 26 seats a line. Circulation over 25,000.

MEXICO.

TWO reasons may be given why Ez FARO seeks ads: First, we want to save church funds; second, we believe ads will help create a desire for a better environment and atmosphere. Apar-tais 350, Mexico City.

SO. & CEN. AMERICA.

SOUTH American merchants subscribe for the PANAMA STAR & HERALB.

CANADA.

THE STANSTEAD JOURNAL, Rock Island, Que., has the largest circulation in Stanstead Co. THE largest circulation in New Brunswick is enjoyed by the Phognass, a weekly issued at St. John. - From Printers' Ink, issue of May 8, 1895.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class cost 35 cents a line, for each insertion. One time, without display or black-faced type, inserted one year, 35 tecks, for \$15.4 months for \$3.55, or 4 seeks for \$1. Display or black-faced type charged at 30 cents a the each time, or \$25 a year, or \$2 a month, for each line of pear, and year, or \$2 a fear, or \$

AGRICULTURAL IMPLEMENTS.

FARM MACHINERY (EII). St. Louis, Mo. Largest issue in 8 years, 39,000. Smallest issue in 8 years, 19,000. Largest average for 12 months, 17,800.

AGRICULTURE

HOME AND FARM, Louisville, Ky. WISCONSIN AGRICULTURIST, Racine, Wis. WISCONSIN AGRICULTURIST, Racine, Wis. COAL

COAL TRADE JOURNAL New York City. DAIRYING.

The American Creamery, Chicago,

FASHIONS. QUEEN OF FASHION, N. Y. Chy. Issued monthly. A million copies a year. THE WAVE, San Francisco, Cal. 13,000 weekly.

HISTORICAL. THE AMERICAN HISTORICAL REGISTER, Monthly Gasette of the Patriotic Hereditar, Societies of the United States of America. Sen for advertising rates and specimen copies. 8. Sixth St., Philadelphia, Pa.

HOMOEOPATHY.

HOMGEOPATHIC RECORDER, Phila., Pa. LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM : Over 100,000 weekly. LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly. MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or. BOCIETY

THE WAVE, San Francisco, Cal. 12,000 weekly. SPANISH.

REVISTA POPULAR, established 1888. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

SUNDAY PAPERS. ELMIRA, N. T., TELEGRAM: Circulation over 100,000 copies weekly.

TEXTILE Largest rating. TEXTILE WORLD, Boston.

TYPEWRITERS. PHONOGRAPHIC WORLD, New York City.

VEHICLES. FARM MACHINERY (Ell), 84, Louis, Mo.

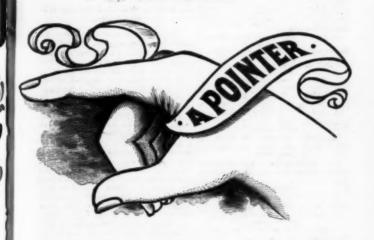
WELSH

Y DRYCH. For half a century the national or gan of the Weish people. Weekly issue 13,56 copies. For advertising rates address DRYCH, Utics, N. Y.

WOMEN

QUEEN OF FASHION, New York City. Immed monthly. A million copies a year.

9,000 FULL=TIME CARS. 54 Principal Cities.



50 BROMFIELD ST., BQSTON.

POSTAL TELEGRAPH BLDG., NEW YORK.

17 BRANCH OFFICES.

PRINTERS' INK

A JOURNAL PGE ADVERTISERS.

A JOURNAL PGE ADVERTISERS.

Fire Cutto Collars a year. Fire Cents a copy; fire Dollars a hundred. No back numbers. After December 21 the subscription price will be increased to Five Dollars a year. After December 21 the subscription price will be increased to Five Dollars a year. The fire Paint Fire P

NEW YORK OFFICES: No. 10 SPRUCE STREET.

BESHAM & INGRAHAM, ROOM 24, 145 La Salle St.

W. F. MOORE, ROOM 2, 10 Federal St. LONDON AGENT F. W. SHARS, 138 Fleet St.

NEW YORK, JULY 10, 1895.

A PLEASANT ad, like a pleasant face, is looked at twice.

THE more you pay for space, the more careful you should be in filling it.

THE business that is not advertised can run along for a time, so can a dog with three legs..

ADVERTISING is a feeder to business. Never stop. Diet your business occasionally, but never starve it.

THE loudest voice is the easiest heard, and the biggest ad, best displayed, attracts attention quickest.

"LET me but write the ads of a firm and I care not who pays its bills,' would be an appropriate motto for some ad-smiths.

DURING the week ending Wednesday, July 3, one hundred and fortyone paid-in-advance subscribers were added to PRINTERS' INK subscription list.

THE circular is the rifle of the sharpshooter, which, if well aimed, picks off a straggling soldier occasionally; but the well constructed newspaper advertisement is the Gatling gun of publicity that mows all before it.

THE Kansas City Times proposes to take a party of representative business men, including the mayor of Kansas City, to the manufacturing and business centers of New England. These men are to enlighten the New Englanders as to the advantages of Kansas City as a commercial center, advertising the city as much as possible, and incidentally gathering valuable information in regard to industries in New England, in which Kansas City is also interested. The Times will print a special edition of 320,000 copies for Easterners, to be distributed free, and the advertising in this edition is to pay the expenses of the trip.

ELEMENTS FOR SUCCESSFUL AD-VERTISING.

Nine people out of every ten consider themselves original. We all pity the other nine. An original thought, however, is often lost in words. ter say too little than say too much.

A successful advertising man seldom uses blank cartridge words. He wants every one to go beyond the muzzle. It must do more than make a noise.

I place more faith in a sentence that will, because of its approposity, or originality, wedge itself in the mem-ory, than I do in a column of showwords. Our language is like the keyboard of a piano. A new combination of words is always possible. hints from everything—the weather, the people, the latest fashion or fad. Too many people use the common roadway of advertising. The dust chokes. Get out of it! Take a short cut through a meadow, or over a hill. The readers want freshness and tingle. Remember that every other advertising man is your competitor. Watch his efforts! Surpass him! Try to, anyhow.

And something else. Keep healthy. Does that seem odd in connection with a talk on advertising? My belief is that a healthy body is conducive to a clear, bright mind. Your employer does not pay you for tired thoughts. The public don't want to read them.

Watch the effect of certain new type combinations. If you have ability and

opportunity, create.

One very successful man I know has, as his motto: "The best is not good enough." He is my brother. I admire many advertisers' work, particularly Mr. Gillam's. His paragraphs are pages boiled down; his advertising and the consequent fact of sentences condensed paragraphs. I the cash received for it enable the read a harness advertisement prepared publisher to be more generous with by him. It gave the name of the his readers, and more enterprising, to firm, the goods to be sold, and an- buy better reading matter, to print nounced a reduction in price of same more pictures, to make larger editions, -all in two sentences.

might be worded thus: "Be brief. things mean more circulation. Be original. Be practical. Create." The moral of all this is, for the

have to say-stop. I have said. HENRY D. MORRISON.

HOW DOES ADVERTISING AF-FECT CIRCULATION?

has on advertising. Not all of us hath shall be given. And the last end have thought in what way the presence of that publisher shall be much more or absence of advertising affects cir- gilded than the first. culation.

The fact is that an increase of advertising in any periodical will bring an increase of circulation just as surebring an increase of advertising

Moreover, although he may at all for over five years! not realiz it, he feels instinctively means that the publication already has numerous subscribers, and that accordingly it must be worth the money that is asked for it.

So far as the casual buyer is conmagazine that has the most advertising tion can benefit the advertiser. in it. If he is a reader of advertising, he prefers it because he likes to get vertising, therefore, it is impossible to good advertising to read. If he never give fixed figures, for the meason that thinks about advertising at all, he pre-

On the other side, the fact of the to appear.

to circulate more sample copies and A good rule to follow, I believe, subscription appeals-and all of these

And when you have said what you periodical publisher: First get circulation; then you may get advertising; then the advertising will get more circulation, and the more circulation will get more advertising, FECT CIRCULATION? and more money for it. It is the old We all know what effect circulation Scripture over again: To him that

EDWARD B. JOYCE.

THE LIFE OF AN AD. The study of how long one's adverly as an increase of circulation will tisement may prove attractive and draw trade is both curious and interesting. There are several reasons for this. In the daily papers, of course, its In the first place new subscribers are power and interest are but ephemeral, more readily secured for a periodical but in the weeklies and monthlies an that is well patronized by advertisers ad is enduring in its influence. I rethan for one that is not. The presence member the case of a friend of mine of the advertisements is evidence of who bought a certain \$35 machine success, and the possible subscriber which he saw advertised in a six-yearhas no fears that the publication will old copy of Lippincott's. The said die before he has got his money's machine had not then been advertised

A lady friend of mine, whose home that the presence of the advertising is at the other end of Long Island, told me that she once made a trip to New York specially to buy some goods she saw advertised in an old copy of Harper's Weekly. The firm was out of the It is evident, therefore, why it is goods required, at the price named in good business, so far as getting cir- the ad, but when she showed them the culation is concerned, for a periodical announcement, and explained where winding its own speaking-trumpet to she came from, they gladly duplicated announce through it that the Egotist the articles for her at the price adverprinted last week 534 15-16 more tised, and she made a purchase of \$70 columns of advertising than any other worth. A magazine ad scarcely ever paper-even if the 15-16 is an exag- loses its power-that is if attractively geration, and it was really 534 columns displayed and worded. Magazines do not share the speedy fate of newspapers. They are kept on bookshelves cerned, whether he is a reader of ad- for reference or further reading at vertising or not, he is apt to prefer the leisure, and even years after publica-

fers it because it is a thicker magazine, are likely to draw trade for months and he doesn't, as a rule, discriminate. and even years after they have ceased



THE SOUTHWESTERN STATES.

This classification includes the States of Mississippi, Arkansas, Louisiana and Texas, together with the Territories known as Oklahoma and Indian. The aggregate area is 476,925 square miles; east of the Western Division, west of Tennessee and Alabama, south of Kansas, Missouri and Tennessee, and north of the Gulf of Mexico. The population in 1890 was 5,958,723, or about one-tenth of all in the entire country. Fully one-third of the inhabitants are of African descent and about the same number are of foreign The principal industry is agri-The farms (in 1890) numbered 575,324; were valued at \$739,-933, 308; with an additional valuation of \$32,988,741 upon farm implements and machines; and the annual farm products amounted to \$292,954,533. The lumber interest is next in importance-the annual yield being estimated at upward of \$30,000,000, while the mineral product for the same time was only \$4,408,343. The whole number of newspapers is 1,365, of which 115 are issued daily.

The following is a complete list of all newspapers in the Southwestern States, reported in the American Newspaper Directory for 1895 as having a circulation each issue of more than 10,000 copies. All circulation ratings to which an asterisk is prefixed are guaranteed by the Directory to be absolutely correct. Those not so marked out to some extent over all this terriare not so guaranteed. Their publishers making no definite report, they appear in the Directory with an estimated maining newspapers, daily, semi-

that they are believed to have the minimum circulation for which the letters stand. In this list the minimum figures are substituted for the Directory letter. It will be a matter of regret to advertisers that some of the most important papers in this important territorial division still refuse to furnish complete statements of circulation, apparently preferring to be content with an estimated rating, which "may be more and may be less," but which leaves the purchaser of space without exact knowledge of the real

| anue or the | article | purchaseu. | |
|--------------|---------|--------------|--|
| | Dail | lies. | |
| lew Orleans, | | es-Democrat, | 17,500 17,500 *12,338 *10,000 |
| Se | mi-W | ceklies. | |

\$15,896

12,500

Houston, Tex...Post, Galveston, Tex...News, Weeklies.

Dallas, Tex.....Farm and Ranch, Waco, Tex.....Baptist Standard, 20,000 **\$19,230** Dallas, Tex..... Christian Advocate, 17,500 Texas Farmer, 17,500 Baptist and Herald, \$15,000 Southern Mercury, 13,500 Fort Worth, Tex. Gazette, 12,500 Little Rock, Ark. Methodist, Jackson, Miss. ... Clarion-Ledger, 910,500 Austin, Tex.... Peoples' Advocate, 910,000

These papers should be the first for an advertiser to consider who seeks returns from the Southwestern States. In a majority of cases not one of them should be omitted if thorough advertising is contemplated. The New Orleans dailies and their weeklies reach

Next requiring attention are the rerating expressed by letters, indicating weekly or weekly, whose rating as explained above is quoted above 5,000. The complete list is as follows:

Dailles.

| Houston, TexPost, | *8,929 |
|---|------------------|
| (Sundays *z2,074) New Orleans, La. Item, | *8,700 |
| Dallas, Tex News, | 7,500 |
| Fort Worth, Tex. Gazette, Galveston, Tex News, | 7,500 |
| Little Rock, Ark. Gazette, | 7,500 \$5,100 |
| (Sundays *7,000) | |
| | |

Semi-Weeklies.

Dallas, Tex News.

| San Antonio, Tex. Express, New Orleans, La. States, | 7,500 \$5,87 |
|--|-----------------|
| Weeklies, | |
| New Orleans, La. Picayune, | 7,500 |
| Times-Democrat, | 7,500 |
| Guthrie, OklaState Capital, | 7,500 |
| Austin, Tex Firm Foundation, | 7,500 |

Little Rock, Ark.Gazette, New Orleans, La.Morning Star, Little Rock, Ark.Arkansas Baptist, *7,000 *6,000 Dallas, Tex Christian Courier, \$5,000 These dailies especially, and most of

the weeklies, are no more to be omitted by the general advertiser than those classed in the first list having more than 10,000 circulation. Railroad facilities enable the dailies to deliver their issues hundreds of miles from the office of publication at a comparatively early hour.

A careful study of the Directory will enable the advertiser to supplement these lists with such additional newspapers as he may consider necessary for further and more local advertising, and if such careful study is made it will reveal the fact that the number which can be so added is by no means insignificant.

PARIS REPORTERS.

When the "chief of the service of infor-mations" consents to annex a debutante, his aptitudes are first utilized in the "depart-ments des chiens creves." This is the pro-fessional slang for picking up such items at the police stations as are not sent in to the prefecture. For this work he will be paid a or 3 centimes a line for those inserted, on the average about one in twenty of what he hands in. These modest auxiliaries have only exceptionally the perspective of power to make themselves noted. Indeed their role is limited, for if they learn of an accident or an affair out of the common run they must an affair out of the common run they must telephone the fact to their papera, from whence the chief sends as soon as possible one or two staff reporters, but if the lateness of the hour or the gravity of the event justi-fies such an initiative, the titular of the "chiens crevea" becomes somebody. In this case, if he is clever, he can render his journal special service by avoiding a "beat," and he will be well recompensed.

Perhaps he is promoted to the dignity of "enqueteur," or interviewer. Now he receives a retaining salary of \$50 to \$60 a month and is paid extra for all the lines he writes, so that he usually earns \$95 to \$90 weekly. He must give his definite measure, however, and show if he really has the gift

of the profession, for after two or three failures he would be thanked and have his head cut off. Of the 130 reporters who each year spring up on the Parisian press eight or ten at most survive and become corporals and at most survive and occome corporats and sergeants in the profession. To succeed it is necessary not only to have good health, per-fect bearing, a courtesy and education which permit of being received everywhere, but great clearness of ideas and a remarkable power of assimulation.

When a reporter has in analogous circum stances shown the resources of his mind, he generally obtains a fixed salary which assures him a revenue independent of the fluctuation of actualities. He is, for instance, charged with relations with a cabinet minister, reports of expositions, public reunions, etc., but even in favorable conditions it is exceptional that he gains more than \$200 a month. Moreover, the fatigue is such and month. Moreover, the fatigue is such and the nervous tension so constant that the employment cannot be filled for many years. This is the reason why there are no old re-porters in Paris, and why those who are more than 40 years of age are pointed out with pride. Long before that age those who are able to make their careers as journalists are classed as "articliers." They have shown that they can do reporting otherwise than with their logs, and then they know the than with their legs, and then they know the to an with their legs, and then they know the honor of the first page and the joys of signa-tures. I am glad to add that generally these "articliers," whatever their rank or employment, preserve in their hearts good opinion of these reporters, and there is a local saying to the effect that "one becomes a journalist; he is born a reporter."—Paris Cor. New Orleans Picayune.

THE NAME IS EVERYTHING.

The many tricks of trade that are practiced in these times are justified by a prominent soap manufacturer of this city as being positively necessary to influence a stupid public to buy what is for its benefit. The article in which he takes the most pride is a pure Caswhich he takes the most pride is a pure Cas-tile so up, purer and better than than tande in Castile. He stamped it as American Castile and was unable to sell any quantity. The people would not buy what little was taken by retail dealers. Under these circumstances the manufacturer changed the stamp on his soap to one abounding in Spanish words which meant the same thing. Since the change in stamp the sales have been remark-able and the soan is aver gaining in populariable and the soap is ever gaining in populari-ty.—Philadelphia Record.

TO RELIEVE THAT TIRED FEELING.



First Tramp-Where did you winter, Wil-

Second ditto—I joined the advertising staff of that sarserper lier concern. First Tramp— You don't say. Second ditto—Yes; I carried a board for

'em on Broadway.

ADVERTISING WALL-PAPER.

I paid a visit the other day to the store which carries one of the largest stocks and does the heaviest retail trade in wall-paper. Nine-tenths of this business is done by advertising. Readers of the big magazines have for several years seen the name "Alfred Peats, wall-paper merchant." That is the way he invariably signs his advertising. I had a talk with E. G. Ballou, his advertising manager.

"Mr. Peats started this business six years ago. We began with two fixed ideas. First, to carry the largest stock-2d, to advertise it thoroughly among out-of-town people, who are the chief users of wall-papers and find no complete stocks in country stores to choose from. On these principles we have built up a retail wall-paper business whose aggregate yearly sales ex-ceed those of any-single jobber in the country. We make contracts with nearly all the better class of magazines, headed by Youth's Companion and the Ladies' Home Journal, and use up the space three months in the spring and two in the fall, as we have only six months of active trade. Ninetenths of our appropriation is spent in magazines. The other tenth is divided among a few of the New York and Chicago daily papers. Nine-tenths of our orders come through the mails, in answer to our ads. Every request for samples that we get is answered with the samples and the following:

SPECIAL REQUEST!

You can assist us in selecting the best advertising mediums by mentioning on this slip the name of paper or magazine in which you saw our advert sement. Kindly return with order.

NAME OF PAPER.....

"This is the system we have adopted for finding out the best result bringers. It is not perfect, but we have found nothing better so far. We never use less than half a page, usually a whole page. I write most of the Mr. Peats is a practical adads. We use plain, common sense smith. talks about wall-paper and try to get close to the home circle on a familiar subject. I calculate the chances of getting direct responses on every ad I write. We have used pictures only this year and feel encouraged to keep on with them. Mr. Kelsey, of the Youth's Companion, sent us a series of Depends on the way you advertise.

six borders familiarizing the reader with the details of our business, which have brought good returns. Our ad experience is an instance of how much can be accomplished by simple methods. Our prize design competition this season brought us rich returns. It's true we used an old idea, but scored heavily simply by carefully working it out. Last fall we announced in some of the big circulations a competition with \$1,000 in cash prizes for original wall-paper designs. We inserted this in about 40 mediums. entered in response, during the fall and winter, over 900 designs for the prizes. In February we began advertising these and used the same mediums over again with a number of others. Our results are the sale of over half a million rolls of these particular patterns this spring. A single day's sales exceeded our entire first year's business. This was an old scheme, but we were particular in getting up our ads and scored a bull's-eye on them. I can use a good deal of fine print-nonpareil and even agate-in talking about wallpaper. I do this now with confidence, as I feel that we have reached that point where our ads interest the reader and are read through. We have entire confidence in our system of advertising. Returns from such channels as we use are simply a matter of certainty with us, and I often think that it ought to be equally so with every business in the United States." J. L. FRENCH.

IT IS SPREADING In our columns this week will be found reference to an agreement on the part of a bookseller in Atlanta, Ga., to allow the charitably disposed ladies of that city to "run" his store for one day and give them for charitable purposes a large share of the profits on the day's sales. This is in line with the growing custom recently introduced of permitting ladies to have charge of a daily or sackly use of a consistency of a or weekly paper for one issue, or of a news or stationery store for one day, not only to increase the sales, but to contribute indirect-ly to charitable objects. It is certainly ly to charitable objects. It is certainly praiseworthy in every respect and on the score of policy is undoubtedly good business, and cannot be too highly commended. We feel sure that if dealers would show a willingness to co-operate in this way with the ladies, their action would be appreciated in every community; more books and stationery would be sold, the number of patrons would be increased, the business would be largely advertised, the needy would be helped, and everybody connected with the execution of such a plan be all the better for it.—Western Stationers. Stationer.

WHETHER your business attains great size,

THE OLDEST ADS.

The following is the first advertisement ever published in a newspaper. It appeared in the London Mercurius Politicus, in 1652:

Monodia Gratiolani, an Heroic Poem; being a Congratulatory Panegyric for my Lord General's late return; Summing up his successes in Ex-quisite manner. To be sold by John Holden, in the New Exchange, London. Printed by Tho.

In the year 1732 the "noble science of self-defense" was publicly practiced by women as defense" was publicly practiced by women as well as men, as per following advertisement:

well as men, as per following suvertisement: CHALLENGE.—I, Elisabeth Wilkinson, of Clerk-enwell, having had some words with Hannah Ryfield, and requiring satisfaction, do write to her to meet me upon the stage, and box me for three guineas; each woman holding halfs crown in each hand, and the first woman that drops the money to loss the hattle.

That Hannah knew how to ' put up her hands' may be inferred from her reply:

ARBWER.—I, Hannah Ryfield, hearing of the resolutions of Elizabeth Wilkinson, will not fail, God stilling (1) to give her more blows than words desiring home blows—and from her no favor. She may expect a good thumping.

On the asth of June, 1660, somebody seems to have stolen one of the king's dogs—"a smooth black dog, less than a greyhound," which was to be returned to John Elles, or his Majesty's Back Stairs. The whelp not being seemed. being returned, a second and quite unique appeal for him is inserted;

appeal for him is inserted:

We must call upon you again for a black dog, between a greyhound and a spaniel, no while about him only a streak on his breast, and a tail a little bobbed. It is his Majesty's own dog, and bred in England, and would never foreake his master. Whoever finds him may acquaint any at Whitehall, for the dog was better known at court than those who stole him. Will they never leane redding his Majesty? Must he not keep a dog? This dog's place (dough better than some to beg,) is the only place which nobody ofters to beg.

It is believed that this was written by King Charles himself, as no one else would have used the familiarity with that monarch's have used the familiarity with that monarch's name which pervades every line, and almost, indeed, every word. There is much humor in it—"the dog was better known at court than those who stole him;" while the prevailing corruption and obsequiousness at court are felicitously hit off by the concluding observation that "this dog's place (though better than some imagine) is the only place which nobody offers to beg."—Selected.

PHOTOGRAPHERS AS ADVERTISERS.

"How photographers should advertise," remarked a prominent photographer to me the other day, "is one of those questions that has not been solved. It awaits the solution of some genius who will show his brethren how to do it.

One of the difficulties which presents itself in the way of the photographer who wishes to advertise is, that his establishment is to a large extent local. He depends upon

his neighborhood for patronage.

"Of course, if this view is taken, something outside of the newspaper column must be utilized to advertise the establishment. My own experience is that nothing attracts so much attention as a large collection of photomuch attention as a large collection of pnoto-graphs of pretty women in front of the place. These photographs appeal to both women and men, who gase at them with an interest that can only be explained by the fascination a pretty face has for all the world. A col-lection of photographs of handsome men is also a good feature, but handsome men are scarcer than pretty women, and few photo-

graphers have taken many pictures of them. Photographs of winsome little children are an equally good feature, as it appeals to the women, who are, after all, the chief patrons of a photograph establishment.

"If the prices for taking photos accompany

the collection of pictures the advertising value of the collection will be tripled thereby. value of the collection will be tripled thereby. Years ago I used only pictures and no prices. One day my wife introduced me to a feminine friend of bers, and our talk naturally drifted to photos. 'Do you know,' said this lady, 'that your pictures have always attracted me and made me desirous of having my photo taken by you, but not knowing your prices, and having but a limited amount to spend, I was deterred from coming? It is embarrass-ing,' she continued, 'for a person who has only two dollars to spend to come up to your studio, ask the price of a dozen photos, find it is five dollars, or thereabouts, and have to leave the place, and people accordingly do not attempt it.' There was sound logic in this, and since that time I have always ac-

companied my collections with my prices.
"I think there is a great field for the pho tographer who has nerve and capital enough to use the newspapers. Some New York photographers have tried it with apparent success, but the trouble with their ads has been that they simply gave their prices and no information whatever as to why and how their work excelled or differed from that of their work excelled of different from that or others. There is much poor work done by photographers, and the man who does good work and charges a fair price for it, should tell in his ads why his price is higher, or at least intimate that it is higher simply because his work is superior. I once read a druggist's ad which will illustrate my point. The ad read somewhat like this:

" 'After you have once tasted our ice cream

"'After you have once tasted our ice cream soda you will understand why we charge tea cents a glass while some other stores charge five. Nor will you drink a five-cent glass of ice cream soda thereafter."
"Now that shows exactly what I mean. The public is given information, not very specific it is true, but quite convincing, why a higher price is charged. This the higher-

higher price is charged. This the higher-priced photographer should do.
"Photos are hard to advertise, because they are one of the things most easily dispensed with. Books, or pictures or music are necessities to some people, but a photo is a necessity to no one. Consequently a desire for them must be cultivated, and this, I believe, will be done in the future by effective newspaper announcements, in which their beauty and utility will be duly set forth.

IN REVOLUTIONARY TIMES

The Boston Transcript publishes this advertisement, published in 1783 in New York:

Ifaac Roofevelt,
Having had his Sugar-Houfe repaired,
is now carrying on his BUSINESS of
SUGAR REFINING as formerly, and
has already for SALE, (by him and Son),
at his Houfe in Queen-treet, No. 150,
oppofite the Bank; Loaf Sugars, Lump do,
frained Mufcovado do, and Sugar-Houfe
Treacle. The new Emifion Moneyy they
will receive at its full value in payment.

It seems to me," said a bankrupt old man, As his shelf-worn goods met his eyes, That if I had my life to live over again I would judiciously advertise."

BLOOMERS.

Bloomers will furnish a wide and fertile field in which advertisement writers may display their ability. The novelty of the subject is of such a nature that it will doubtless bring out a flood of poetry, blank verse and elegant prose. We fancy some ad-smiths will find their skill taxed to its utmost capacity, while others will be driven to searching the dictionaries for appropriate and yet inoffensive terms.—Dry Goods Reporter.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

STAMPS FOR COLLECTIONS—Send for Beta. E. T. PARKER, Bethlehem, Pa. WISCONSIN ACTICULTURIST, RACINE, WIS.

THE WAVE, San Francisco, Cal., the clear, literary and political weekly. E. KATZ, 188-187 World Bidg., New 13,000 weekly Tork, N. Y., sole agent. 13,000 guaranteed.

FOR SALE.

-THE-

CHICAGO TIMES - HERALD

Four Second-Hand Presses

WHICH IT WILL DISPOSE OF

These Presses, formerly owned by the CHICAGO TIMES, are single deckers built by C. Petter, Jr. & Co., and capable of printing 20,000 four-page or 16,000 eight-page papers (same size as THE TIMES-

HERALD) per hour.
For prices and further particulars address

Business Manager The Chicago Times-Herald, CHICAGO, ILL.

R·I·P·A·N·S

The modern standard Family Medicine: Cures the common every-day ills of humanity.



What Will the Harvest Be?

Is the question uppermost in the minds of the farmer, gardener and the general produce dealer.

The Winter's snow and the Summer rains are good indications of a rich and abundant harvest.

Will You Reap Some Of Its Product?

We offer 100,000 farmer you our circulation in which to introduce yourself and become acquainted with a thrifty and buying class of people.

Estimates on your advertisement direct or by any general advertising agency. Address

THE AMERICAN FARMER, Washington, D. C.

Or BYRON ANDREWS, Manager Branch Office, World Building, New York City.

My Success

As a Job Printer

lies along the line of common sense job printing. By this I mean first-class presswork, and the arrangement of type in the best possible way to attract a reader's attention.

The leading ad writers of America come to my office when they have important jobs on hand. To hold this trade I am compelled to buy everything new in type faces and borders.

WM. JOHNSTON,
MANAGER PRINTERS' INC PRESS,
10 Spruce St., New York.

NE GIVES RELIEF.

A SMALL MAN, A BIG BOY

AND





NODEL WEB

A Triple Alliance that will produce 12,000 to 14,000 papers per hour.

Chicago. CAMPBELL PRINTING PRESS & MFG. CO., New York.

A few advertisers who use

SATURDAY TELEGRAM.

MANCHESTER, N. H.

Quaker Oats, Beecham's 'Pills, Sapolio, Winslow's Soothing Syrup, None-Such Mince Meat, Cuticura, Cleveland Baking Powder Co., Johnson's Anodyne Liniment, Hood's Pills, Buker Pill Co., Cornish & Co., New England Piano Co., Dr. Kilmer's Swamp Root Bitters, Paines' Celery Compound, Hood's Sarsaparilla, No-to-bac, X-Zalia, etc.



Pretty Good Company For You To Be In.

I would be pleased to make you rates.

C. E. ELLIS, Advertising Manager, 517-518 Temple Court, New York.

Experienced Advertisers always select the

DAYTON, OHIO,

Morning Times,

4.500 DAILY.

Evening News,

9.500 DAILY.

tor use in introducing their goods into the homes of that city; the population is a buying one, because it has the money.

New Advertisers can profit by the experience of those who have tried and know.

Largest local home circulations of any Dayton papers.

\$

Prices, Etc., of H. D. LA COSTE, 38 Park Row, New York.

Special Newspaper Representative. Doubt There Can Be No Doubt About

The Peterson Magazine

It Pays Advertisers

-

Penfield Pub. Co. 109-111 Fifth Ave., New York.

....

FRANK E. MORRISON, Special Agent, goo Temple Court, New York.



Gives
Advertisers
Widest
Publicity
at
Least
Cost.

Daily, Semi-Weekly

For information address

H. D. LA COSTE, 38 PARK ROW, NEW YORK. Editorial from Printers' Ink, issue June 12, 1895, page 35:

"THE columns of many otherwise reliable publications contain more or less unreliable advertising. Some religious weeklies are great sinners in this respect. It seems as if any one who can pay the price is admitted to their advertising columns."

Guarantee printed every week, and maintained for years in

The Sunday School Times

"The Sunday School Times intends to admit only advertisements that are trustworthy. Should, however, an advertisement of a party not having good commercial credit be inadvertently inserted, the publishers will refund to subscribers any money that they lose thereby."

Because of this, readers send cash orders at once, for goods advertised, without waiting to investigate the advertiser's standing. Present issue over To paid-in-advance adult subscribers-the act-138,000 copies weekly ive church-workers in different denominations.

Write to us for fuller particulars.

The Religious Press Association, Philadelphia.

Paper and Press (Monthly) Reaches

CIRCULATES TO BUYERS Press

those who do four-fifths of all the buying in your line

Expert Advertising Department in the Typothetae

tells how to write and set ads and-will prepare and set an ad for you free of charge-for insertion Souvenir

PAPER AND PRESS



THE EVENING STAR

has a Larger Circulation in the Homes of Washington than all the Other Papers of the City Added Together, because it Stands up Always for the Interests of the People of Washington; Contains the Latest and Fullest Local and General News

and
Surpasses
all the
Other Papers
in the
City
in the
Variety and Excellence
of its
Literary Features.

*

It
Literally
Goes Everywhere,
and is
Read

Everybody.

It is,
therefore,

as a Local

Advertising Medium,

Peer,

Whether

Cost

Measure of Publicity be

Considered.

The Seattle Post-Intelligencer....

Every intelligent advertiser knows that, in placing new articles on the market and in keeping old ones before the public, the great newspapers of the country are the most effective mediums. This is because they have a large and prosperous constituency, with ample means to supply their wants. The great newspaper of the State of Washington is the SEATTLE POST-INTELLIGENCER. It has no rival, no peer, and stands absolutely at the head of the newspaper procession in the great Puget Sound Region.

KNOWN CIRCULATION:

Daily, Exceeding = 14,000 Sunday, Exceeding = 15,000 Weekly, Exceeding = 15,000

A. FRANK RICHARDSON,

Chamber of Commerce, CHICAGO. Tribune Building, NEW YORK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers every where are invited to send matter for criticism; to propound problems and to ofter suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Bend your newspaper ads, circulars, bookiets, novelites, catalogs. Tell me your advertising troubles—perhaps I can lighton them.

ADVERTISING IN GENERAL.

A letter written by Mr. H. L. Kramer, advertiser of No-to-bac, addressed to Walter W. Brett, has come into my hands, and I have Mr. Kramer's permission to print it. One paragraph of the letter has been printed here before, but it is good enough to bear reprinting, and so I give the letter entire. It is well worth a careful reading by every advertiser :

March s6, 1895. Walter W. Brett, Esq., New York City:

Walter W. Brett, Esq., New York City:

Dran Sir.—Your valued favor of the 18th inst. was duly received, but owing to a great press of business I have not had an opportunity to give the same attention ere this. I have carefully gone over your letter and beg to thank you for making an investment of so much time, and for your very friendly and intelligent criticisms. I am advertising for "results"—dollars and cents—and I do not do business with the x per cent of the people, but with the medium class, and from them right on down to the very poorest, hardfasted, horny-handed workingman; and the argument you suggest as advisable to use will not call forth the dollars or attention of this class of people. this class of people.

Seventy-five per cent of the purchasers of No-To-Bac pay no attention to what their wives say, and if it were not for the fact that they believe and realise that tobacco is injuring them physically, and that they are sevenly these participants and another their seven and the sevenly the seven and the sevenly the seven and the sevenly the se injuring them physically, and that they are actually tobacco spitting and smoking their lives away, they would not quit the use of tobacco under any circumstances. My printed matter is written to seet the requirements of the class of people who I know, from actual, personal investigation and from reports obtained on the part of a great many correspondents throughout the country, need this close of literature to a request their strengton. class of literature to arouse their attention. I have all this correspondence statistically arranged, and all the facts figured down. For instance: I have made careful experiarranged, and all the tacts agured lown. For instance: I have made careful experiments with my advertising in religious publications and compared the returns with returns from the Police Gasetts and other papers of that class. One would naturally suppose that if there is any class of people on the lace of the earth who would want to be benefited morally and physically by relieving themselves of the tobacco habit, a course which would harmonize with all their believings and teachings, the religious crowd would be the ones. The result from advertising to them is "nit" as compared with the returns seceived from the Police Gasatts crowd. Of course, you understand that these statements are based upon publicity at a price, and these facts are figured from the basis of cost; that's the way I do business. I figure that all publicity, it makes no difference where it is or what it is, has some value, and

I am willing to buy it in any shape, provided I can get it at a price which I think will be productive of returns, and when I make an estimate of the returns, either for or against any class of papers, I figure it on the basis of cost.

of cost.

About the line, "Don't Tobacco Spit and Smoke Your Life Away," That line has been worth \$50,000 to me. Advertisers who have got to pay advertising bills are not writing advertisements these times because they look nice or read well; but they are using the advertising talk which brings in the coin of the realm, because the newspapers insist upon our paying for the space we use, and if you ever come to my office—and I hope to have the pleasure of seeing you here some daycan show you an array of facts, in statistical

can snow you an array of form, that will paralyze you.

I put \$5,000 in cash behind No.To-Bac advertising, and I put on nice head-lines:

"Permanent Tobacco-Habit Cure," "Guaranteed Tobacco Habit Cure," and made a anteed Tobacco Habit Cure," and made a nice talk, and I hardly got a reply. Against the advice of two very bright advertisers I used the line: "Don't Tobacco Spit and Smoke Your Life Away," putting \$1,000 behind it the first crack, and using a ten-line reader, used the same papers and placed a key on every ad, and the ad pulled every thing in sight. Some of the papers we had not heard from at all on the other ad would average fifty inquiries a day. I thoroughly not heard from at all on the other ad would average fifty inquiries a day. I thoroughly tested this thing. I took papers of equal circulation, reaching exactly the same class of people, using this head-line on one and "Guaranteed Tobacco-Habit Cure" on the other, and the former would bring four and five hundred inquiries where the latter beautiful to a fifteen brought ten or fifteen.

You say that a wcman's assistance is very valuable; of course it is, but I don't think it is worth catering for in my business. Still, I am willing to be convinced if I am wrong, and I am writing you now with hands up, and if you can increase the pulling power of and if you can increase the pulling power of my magazine advertising 400 per cent I want it, and I am willing to pay for it. I am simply giving you my experience, and this experience is not based upon theory, but upon net results. The mas who desires to stop the use of tobacco has only ose thing to consider, and that is whether he is suffering enough injury from it to make it secessary for him to stop. I don't want the business of a man who says it don't hurt him. You can't cure this class of people. You have got of a man who says it don't hurt him. You can't cure this class of people. You have got to have some co-operation in the use of a cure for the tobacce habit, as is absolutely necessary in the treatment of any other disease of the nervous system, and one of the most timportant things in the use of a treatment is to gain a man's confidence and co-operation, and the way to do that is to come right square at him and convince him from the start that it is to his own interest, physically, to out the use of tobacce, and then when he to quit the use of tobacco, and then when he starts in with the use of it you have got his anxious and honest co-operation—there is no sentiment in it and he is not doing it to please

somebody else. I don't think much of the moral feature of it. A man knows that, with-out my preaching it and paying for the ad-vertising space. What is the minister doing? And, by the way, as I speak of ministers, did it ever strike you that religion is the best ad-vertised scheme in America? With all the good that is promised those who will be Christians, and one day in every seven is devoted to advocating it in every possible form and manner, there is not more than one per-son in ten who professes anything, and I am sorry to say a great many of these do it in-differently. Now if you can take a lot of these sinners, as an argument, and have them sit around on the red-hot gridirons of hell for a while, and then let them get out for a while, and then let them get out amongst the people and tell about their ex-perience, this whole country would be one great big church inside of forty-eight hours. What they want is some actual demonstra-tion of power to support the them. What they want is some actual demonstra-tion of power to support the theory, and that is what they get in No-To-Bac. Your argu-ment, as I have already stated, so far as the 15 per cent goes, is all right; but they don't use No-To-Bac, they want to smoke and they would not be satisfied unless they did; and in connection with smoking they want to do a lot of other Indiana tricks, as you well as you well a not of other Indiana tricks, as you well know. If these people drew the line on smok-ing they would be all right. Up to date I have found that the clean-cut, direct way in which we present our proposition to the pub-lic is the one that has developed a confidence and a business, the magnitude of which is second to none in this country, when its age is taken into consideration.

I have been a purchaser of publicity and

I have been a purchaser of publicity and a writer of my own advertising for the past eight or ten years, and I am frank to confess that I know less about it to-day than I thought I did when I started in. I have tried to prepare my work to meet the requirements of the people as I knew them, and I think, in order that a man can intelligently prepare matter to influence business, and set up an argument and talk in print in a manner which will be convincing, that he should be ac-quainted with the people in a practical way, by coming in contact with them, and by tak-ing an interest in the study of their characteristics, so that he will know just what they think and what they want to think, so that when he writes the ad he will lose sight of himself and his own preferences and dislikes and would simply be making the talk which the reader of the ad would make of his own accord were the opportunity given him. am not anxious to pound my own theories into the people. What's the use? There is no business in that. If you know a man and you want him to agree with you and he has made up his mind that a certain house down made up his mind that a certain house down the street is black, why, you say it is, too. If you want him to buy this house what's the use of trying to convince him it's another color, because if you tell him he is right he buys it, and that's all you want to do, isn't it? That is my theory of advertising. I don't believe there is a sucker born every min-ute, either, and I want every man who reads my advertisement to feel that his judgment is my advertisement to feel that his judgment is worth something, and that the advertisement has been prepared especially for him, and if I simply ture around and tell him his own story he can't help but say "Yes."

Now I would like to see your ideas carried out, and you can go ahead and prepare a page odvertisement for a magazine for me, and if it suits me I will run it and pay you for it.

I am seeding you some readers. These are based on facts. If you can make the many stronger or make the arrument any more construction.

stronger or make the argument any more con-

clusive I am willing to have you do so and will be only too glad to give you the oppor-tunity, and I am always willing to use better stuff than I have got. Don't hesitate to criticise. Slam the life out of anything of mine you get a chance at, but don't lose sight of the fact that I am deal-

but don't see sign of the fact that I am dean-ing with the 85 per cent, telling the people their own story and in just as simple and as many different ways as I possibly can, and I am not looking for results on these lines, but what is far better-I am getting them.

I think nobody who looks through the magazine in which this exceedingly handsome advertisement appears will



miss seeing it. It is a pleasant change from the style which has for some time been used for the Cleveland Baking Powder. The other advertisements are more convincing, to be sure, but they are not so pleasant to look at. If both features cannot be combined in one advertisement, then alternation is certainly desirable. No other advertisement of the month compares with this one from an artistic standpoint. Its greatest value is in the extremely artistic handling of a very simple subject, and also in the fact that the style of the advertisement is entirely different from anything else in the magazines.

Next to the Cleveland ad in strength and artistic value comes this one of Cuticura Soap. I think few people will miss it. It has the advantage of stopping when it is through. A great many ads and other works of art are the idea that all advertising is more or spoiled by tinkering after they are



really finished. It is a great art, this thing of stopping when you are through.

RETAIL ADVERTISING.

"THE KOSCIUSKO STAR." KOSCIUSKO, Miss., June 17, 1895.

Charles Austin Bates :

DEAR SIR-In this mail we send you a copy DEAE SIR—In this mail we send you a copy of the last issue of our paper; You will notice in it a "Business Men's Corner," containing hints on advertising and a coupon for a voting-contest to determine which is our most effective advertisement. What do you think of it? You will notice that all our ads are patterned after your suggestions. If not an unreasonable request we would be glad to see in Pairrerss' INK your opinion of our idea and which ad in the paper sent you think the best. Most of our merchants receive Printerss' INK—that's partly why we have so many best. Most of our merchants receive a many gras Inx—that's partly why we have so many good ads. Yours, very truly, JOHNSON & JOHNSON.

Ideas of this kind are sure to help everybody concerned. It is right and reasonable that they should. competition which will be engendered among advertisers will result in better advertisements, and if the advertisements are improved, they will pay better. Another point is that, by the likely to pay more attention to the adpeople with whom I come in contact tisement, and that it was foolish to

less dishonest-that it is a needless expense for which the patrons of the advertisers pay. It is really astonishing how prevalent is the idea that advertising is of necessity more or less of a "fake." That is the only word that expresses just what I mean.

Now every advertiser knows that there is nothing further from the truth than this. Every experienced adver-tiser knows that if he doesn't do what he says he is going to do, people will sooner or later find it out, and he will lose in the long run. Every general advertiser knows that if his product is not good and does not possess intrinsic merit, it will be a waste of time and energy and money to advertise it. The more people know about advertising, the more certain they are to believe these things implicitly.

The advertiser who looks at his own interests altogether, and not at the interest of his patrons, will not make

much success.

You can't fool people very long at a time. You may be able to make one sale of a poor article, but there are few things in which the profit is sufficiently large to admit of advertising for the sake of making one sale. It is repeated orders from the same persons which makes advertising pay. If Pearline, for instance, was no good, nobody would buy it more than once, and as it is a five-cent article, the cost of selling the first package is almost sure to be more than the package sells for at retail. If the benefit of the advertising stopped there, Pearline would soon be out of the market.

I firmly believe that ninety-ninehundredths of all the advertising that is done is honestly done, and that the advertiser honestly believes he is offering a really desirable thing at a fair

price.

Mr. Willis B. Hawkins, publisher of a paper called Brains, "Devoted to the Art of Advertising," a valuable and successful publication, said to me the other day that five years ago he believed all advertising to be dishonest, to a greater or less degree. He smiled prominent publication of such a indulgently when his wife was drawn scheme, the general readers will be to some store by the announcement of special bargains. He believed it was vertisements in the paper. This natur- absurd to suppose that any business ally will make them pay better. This man would sell a lot of goods for less feature is by no means the least im- than they cost him. He believed that portant. I find among a great many there was a "catch" in every adver-

pay any attention to any of them. He doesn't think that way now, because he knows more about advertising. He knows now that dishonest advertising doesn't pay, and he preaches this fact in his paper week after week. He has seen advertising and its results from the inside.

Now this is the point. Here is a man who had been in the newspaper business all his life-in the literary end of the business. He believed that advertising was a humbug. I suppose that three out of five people who are not advertisers believe the same thing to a greater or less degree. It is the newspaper's duty to the advertiser to break people of this idea. It is the newspaper's business to elevate the standard of advertising. Articles on advertising, and stories about advertising honestly and successfully done, can be made just as interesting as anything else in the paper. Further than this, it would be an actual benefit to the readers of the paper, because, if they are con-vinced of the truth of advertising in general, they will derive benefit by paying attention to what the advertisements say. Talks on advertising and stories of advertising will find more interested readers in every community than will market reports, financial news, and other matters which are considered of great importance.

Among the other good things that I find in this "Business Men's Corner" of the Kosciusko Star are three paragraphs full of good sense:

Some time ago a prominent business man of Kosciusko pleased us very much by re-marking that "before the present proprietors marking that "before the present proprietors took charge of the Start he business men advertiset to help the paper; but now, by George! they have to advertise to help themselves." Two lessons may be learned from this statement. One is that the Star never asks patronage on the ground of charity or "to help the paper." The second is that every line of advertising in the paper is designed to and does help the advertiser.

r. All advertising pays if directed by a person who is at all sane.

2. Some advertising pays much more than others with an equal expenditure of money.

3. To be effective an advertisement must talk to the customer in his home with the same force and persuasion with which a clerk would talk to him in the store. If this is done, an advertisement becomes equal to many clerks, because it can talk to many people.

Under the influences of the above princi-ples most of the Kosciusko merchants have discarded the standing cards they formerly ran and are now using our changeable spaces— that is, they buy a certain amount of space by the year and change the advertisement as

people.

often as they desire. When they get in a new lot of goods, when they are offering special bargains, they announce the fact in their space. In this way they get the benefit of local or transient advertising at low card rates. They also supplement this with occasional locals or small display ads, and in this way do ideal advertising. There is nothing monotonous about these ads. They attract attracts are transition. attract attention. They pay.

The publishers ask me to look over a copy of the paper and pick out the best advertisements. I would suggest that, as they have an opportunity of finding out exactly which advertisement was best, theory in this case had The best way to better be laid aside. decide a contest of this sort is to publish the ads, wait a week or ten days, and then interview the advertisers. The advertisement that sells the most goods in proportion to cost is the best advertisement. It is easy to trace results of retail advertising if you go about it the right way. Of course, there are other things to be considered in judging an ad, but direct results are the best of all evidence. An advertisement may not be calculated to bring direct returns and yet be an excellent ad from the fact that it gives people a good impression of the business-that it helps to build reputation. At the same time, there is no reason why an ad which brings direct results should not be a reputation-builder.

READY-MADE ADS.

For Men's Furnishings.

Punch and Judy

never had a merrier time than we've had the a merrier time than we've had the last few days making people happy, making them comfortable, helping them to smile at an overflowing thermometer and a jumping soda

Peg.
Plenty more good things left—
Straw Hats, Negligee Shirts, White
Vests, Gause Underwear, Lisie
Thread Sos, Belts, Washable Ties,
and everything else that men wear to keep cool.

: GILKESON & CHILD. .:

Fom Sewing Machines.

PAY A LITTLE EVERY MONTH.

That's the easiest way to buy a SEWING That's our system of selling. MACHINE. THE PARAGON for \$23 hasn't an equal— the quickest, easiest, handsomest machine in the world for the cost. Generous reduction for cash.

137We rent NEW MACHINES at very small cost.

For Dry Goods-(By M. M. Gillam).

Ask twenty women

or twenty men what merchandise need is most in mind and nineteen of each lot will say "Something to wear." Here's a storeful of just those things. High priced? Not a bit of it—just fair priced -but away under what you've been used to.

For Credit Furniture.

Never Mind The Cash !

If you buy the furniture of us you get the benefit of the lowest cash prices—and still have all the time you want in which to pay the bill. We give credit solely as an accommoda-tion to our patrons—without notes without interest.

A Promise To Pay

And a little money weekly or month-ly furnishes your house—or any part of it. We hold the exclusive agency for the world's fair prize Refrigerator—the "North Star"—thirty sizes to choose from—prices from \$3.50 to \$50. We make and lay all carpets free of cost—no other house ever dreamed of doing such a thing—no charge for the waste—even—in charge for the waste - even - in matching figures.

Head-line for Any Business.

A Little List

of Little Prices.

For Trunks.

Pays to Buy A Trunk

That's Light.

Saves excessive charges for bag-Saves excessive charges for bag-gage—besides the ease in hand-ling. Our LADIES' DRESS TRUNK combines lightness, strength and neat appearance— stands any amount of rough usage.

Steamer Trunks as low as \$2.75.

For Summer Stoves.

FIND IT WARM

having that kitchen range burning all day? Change things. Get a

LAUREL OIL COOKING STOVE.

-done cleanly, too - and more penses of several offices to one. economically.

For a Laundry.

Honest Laundry Work.

We will call for your laundry bundle any day you say, wash your clothes in nine filtered waters drawn from our artesian well on the premises, use the very best washing materials that money can buy, use no injurious alkalies or acids, iron them in the most modern ironing machines known to science, being careful not to tear them, shrink or fade them. Then we will deliver your bundle on the day promised. If there is any loss by fire, by clerical error or by fading we will re-imburse you in full. This is what we term "honest" laundry work. Drop a postal we'll do the rest.

For an Optician.

Hot Weather Headaches

Are mostly due to the eyes.

The intense heat and "glare" of the sun weaken — often permanently injure—the sight. A pair of suitable glasses will remedy all this. We'll make a scientific examination-tell you what glasses are best suited for your eyes—and fit and adjust them—without EXTRA CHARGE.

I'W Eyeglasses or Spectacles, \$1.

MCALLISTER & CO., OPTICIANS. 1311 F Street. (Next to Sun Building).

For a Tailor.

STITCH! STITCH! STITCH!

All day long and far into the night good tailors make good clothing—clothing that fits, hangs well and never loses its shape. We're after the particular ones—the grumblers—we'll make them grumble for us.

GILKESON & CHILD.

For a Deutist.

BEST DENTISTRY.

We prefer people who demand the best, for we have skill, experience and every appliance to make oper-ations painless and artistic.

Our prices are the result of as-The cooking will be done just as well—without all that surplus heat well—without all that surplus heat

Painless Extracting, 50c. Fillings, 75c.

Now Ready



Every ad-smith intending to make an effort to secure the prize vase offered for the advertisement worded and displayed to best serve the purposes of attracting subscribers to Prinkers' Ink., a Journal for Advertisers, should send in his name and address, and a pamphlet which tells the whole story of the proposed competition will be forwarded to him by return mail. Address all communications simply Prinkers' Ink., New York.



...Louisville... Courier-Journal

MEANS

Daily, Exceeding - 25,000 Sunday, " - 30,000 Weekly, " - 100,000



Louisville Evening Times

MEANS

Exceeding 30,000 copies every week-day in the year.

A. FRANK RICHARDSON,

Chamber of Commerce, CHICAGO. Tribune Building, NEW YORK.

THREE GREAT CHARACTERISTICS:

ENTERPRISING,
PATRIOTIC,
RELIABLE.

...The...

Baltimore American

Baltimore, Maryland.

Unsurpassed as an Advertising Medium, and among one of the oldest Papers in America, being founded in 1773.

It possesses the cardinal features that make it profitable to advertisers, honesty, purity of tone, circulation, and the confidence of its readers; these are the characteristics that give a newspaper that quality that shrewd advertisers seek. "THE AMERICAN" is such a paper. Its circulation is good and increasing rapidly, and advertisers will find it a paying medium.

Circulation:

Sunday, - - 100,000

Daily, - - - 40,000

Twice-a-week, - 45,000

A. FRANK RICHARDSON,

Tribune Building, New York. Chamber of Commerce, Chicago,

32 per cent More Advertising

printed in The Evening Post during 1894 than appeared in any other New York evening paper. The excess in 1893 was 25 per cent.

654 More Columns

of advertising printed in The Evening Post during 1894 than in 1893. An exceptional record.

Nine Times Out of Ten.

"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. No other has so large an advertising patronage. In influence and respectability it easily takes the lead."—Printers' Ink.

Publication Office:

206-210 Broadway, - - New York.

We've Got It Down To a Science

—the knowledge of what papers pay best. We've spent nearly thirty years studying the subject.

This knowledge and our splendid facilities in other lines make advertising profitable to our clients.

Are you one of 'em? If not, call, write or phone us.

Lord & Thomas,



Newspaper and Magazine Advertising,

45-47-49 Randolph St., CHICAGO.







ILLUSTRATED SUN.

SUNDAY SUN.

The Detroit Suns.

Published Weekly and! Sunday.

CIRCULATION (GUARANTEED) OVER 118,000 PER ISSUE.

PHE ILLUSTRATED SUN has an average circulation of 93,000, which means that the paper is read by over 400,000 people each week, in every State and Territory in the U. S., and new agents are being appointed every week,

It is a live 8-page, 56-column illustrated newspaper, full of bright, sparkling sketches, and never misses a sensation or

marvelous happening.
THE SUNDAY SUN has a circulation of 24,000 in Detroit and throughout the State of Michigan. All advertisements ordered in the ILLUSTRATED SUN are also inserted in the SUNDAY SUN. A guaranteed circulation of 118,000.

Our books and press-room are always open to inspection. The Suns give results.

dvertising Rates:

AGATE MEASURE-7 Words to a Line-14 Lines to an Inch.

SUNDAY SUN ONLY.

| Under 500 lines, | | | | | | | | | per line, | 12c. |
|------------------|---------|---------|---|---|---|---|---|---|-----------|-------|
| 500 1,000 | lines o | r over, | • | | 0 | | 0 | 0 | 86 | 10c. |
| 2,000 | 66 | 64 | | | | ۰ | | | 66 | 9c. |
| 4,000 | 64 | 68 | | | | | | | 46 | 816c. |
| 6,000 | 66 | 66 | | | | | | | 84 | 8c. |
| 8,000 | 6.6 | 66 | | | | | | | 60 | 7c. |
| 10,000 | 4.8 | 610 | | - | | | | | 86 | Ge |

READING NOTICES.

Under 500 lines. per line, 20c. 500 lines and over,

ILLUSTRATED SUN.

No discount for term or space. We do not guarantee position.

ALL CONTRACTS MADE FOR ILLUSTRATED, RUN THROUGH SUNDAY.

Sworn Statement of Circulation.

Average weekly circulation of ILLUSTRATED SUN for six months, ending April 30, 1885, 96,578.

Average weekly circulation of SUNDAY SUN for six months, ending April 30, 1895, 25,272.

JOHN BATES, Pressman. E. B. WINTER, Business Manager.

Subscribed and sworn to before me, this 7th day of May, A. D., 1895. THOMAS K. HUNT, Notary Public. [SEAL.]

C. E. ELLIS, Sole Special Representative,

517 & 518 TEMPLE COURT, NEW YORK.

C. N. U.

When you advertise, do so understandingly.

Much has been said against many mediums of advertising. Nothing has ever been said against co-operative lists.

Nothing has ever been said that was not commendatory of the C. N. U.

The C. N. U. was the pioneer in this particular line. The beginning was in 1864. It had a good start and it kept it. It is old and trustworthy, and believes in giving perhaps a little more than it bargains to give. It is prudently progressive, conservatively liberal. It carries into its business relations the consistent desire of creating permanent friendship with whomsoever it has dealings.

The C. N. U. has no enemies.

It has no disappointed clients.

It is doing business to-day with a great many people who believe that its methods are as near perfection as can probably ever be attained.

The C. N. U. Lists consist of 1400 weekly papers published in the most populous and richest of the Middle and Western States.

The average circulation of its papers is exceptionally high. Their general character particularly excellent. The advertisers who patronize them decidedly successful.

The advantages of the C. N. U., to advertisers, are the same as of any other co-operative list, with some that are peculiarly its own.

A special discount will be made on all advertising taken to run during the months of July, August and September.

Catalogues and Estimates Free....

C. N. U.

CHICAGO NEWSPAPER UNION,

87 TO 93 S. JEFFERSON STREET CHICAGO.

To Advertise, or Not to Advertise.

Aye, There's the Rub.

And to advertise, is it better to bury your announcements in mediums that circulate where the weeping winds moan sorrowfully over marbled forms or in....

A Live Paper For Live People.

The Chicago

grammanamana

Dispatch

is patronized by Live Advertisers and its announcements bring Prompt and Remunerative Returns. It is read by the masses.

The success of THE DISPATCH in the Chicago newspaper field is phenomenal. Although but two years old it leads in circulation and advertising patronage the oldest established evening papers of Chicago.—Aurora (III.) News.

...THE ...

Chicago Dispatch

By Joseph R. Dunlop.

115-117 Fifth Ave., Chicago.

The Old Song

of the Grasshopper and Senator Peffer's Whiskers always ended with that glad refrain,

"IN KANSAS."

And while speaking of Kansas things, remember there are others. For instance, the largest Daily Newspaper

"IN KANSAS"

is The Eagle of Wichita, a paper of wide circulation, that is read in every town in Oklahoma as well as

"IN KANSAS."

TEN THOUSAND DAILY EAGLES

Spread their Wings over Kansas and Oklahoma.



The Wichita Eagle

PLAIN TRUTH
ABOUT ITS CIRCULATION

PAPERS THAT PLEASE, PAY.

Womankind

"Harvest Number."

It will be a time of "bringing in the sheaves" for advertisers. It will reach more than 60,000 families of the prosperous middle classes, who will be thinking about their fall purchases. They read Womankinn throughout, because it pleases them. That's why it will pay you. Can't we send you an estimate? Our rates are right. Forms close July 15.

THE HOSTERMAN PUB. CO., Springfield, Ohio.

We will be glad to send you a copy of the July issue—just to show you.

PAPERS THAT PLEASE, PAY.

Harvest Time

The reapers are at work; about the first of August farmers will sell their wheat and will have money—if not to burn, at least to spend, and that's more to the purpose. They will spend some of it with you for the asking—if you have what a farmer or his family wants—and he wants lots of things. Let

It's a Great Paper.

Farm News

tell him about what you have. FARM NEWS goes into 165,000 families every month—good, prosperous farmers' families, whose trade is worth having. If you will examine a copy of FARM NEWS through a favor's eyes, you will understand why the paper pleases and pays. Rates, single insertion, 80c. per agate line, with discounts for time and space. We can take good care of your ad. Forms close July 20.

... FARM NEWS...

THE HOSTERMAN PUB. CO., Springfield, Ohio.

We Do Not:

Publish any books or printed matter that is not written by one of our firm.

Employ professional penny-a-liners to dress up in brilliant verbiage a mass of rank mis-statements.

Claim to control all cars in any city unless such is the FACT!

Sell space in any city except in the correct number of full-time running cars.

Have business relations with any but reliable parties who sell full-time cars.

Carleton & Kissam

50 Bromfield St., Boston.

Postal Telegraph Bldg., New York.

17 Branch Offices.

9,000 Full=Time Street Cars

are embraced in the general list of cities where we place

..ADVERTISING..

The service is of but one kind—the best.

Carleton & Kissam

50 Bromfield St., Boston.
Postal Telegraph Bldg., New York.

17 Branch Offices.

Long Distance Telephone Connection.

DID YOU EVER MEET THIS FELLOW?



A good many agencies employ him. He goes around making promises of every degree and kind—results, riches, fame. To him nothing is impossible—as far as promises go. The promises that seem to fit the case are the ones he makes.

Incidentally it may be said that he has cigars in his inside pockets, and he knows the location of places where things to drink are sold.

COU

Our promises are few, and they never vary.

We promise to work intelligently along the lines that 30 years' experience have shown to be wise.

We promise to make every dollar intrusted to us buy its full equivalent in space.

We promise to "get up" advertisements that will be seen and read.

The rest depends on your goods themselves. If they have real worth and merit success is bound to follow.

Don't wait for our promise-maker to come around. We haven't got one. We will attend to your needs at 10 Spruce St., New York.

THE GEO. P. ROWELL ADVERTISING CO.